



STAFF REPORT
CITY OF BEVERLY HILLS

For the Planning Commission
Special Meeting of
August 18, 2008

TO: Planning Commission
FROM: David Reyes, Principal Planner
THROUGH: Jonathan Lait, AICP, City Planner
SUBJECT: Entertainment Business District Draft
Environmental Impact Report and Proposed Zoning
Text, Map and General Plan Amendment.



RECOMMENDATION

The Planning Commission will review the Draft Environmental Impact Report (DEIR) and proposed changes to the Beverly Hills Municipal Code and General Plan as they relate to the Entertainment Business District. It is recommended that the Planning Commission receive public testimony and provide comments to staff regarding the project and DEIR.

EXECUTIVE SUMMARY

On July 18, 2005, the City Council authorized a professional services contract between the City and EIP for the preparation of a "Sketch Plan," a planning document developed to identify permitted land uses, densities, building heights, property setbacks and traffic improvements for properties located within the boundaries of the Entertainment Business District area (the City's former industrial area, referred hereafter as the "EBD"). The draft Sketch Plan was completed on August 30, 2005 and is attached to this report (Attachment 1). Although the Sketch Plan has helped to guide and inform the proposed regulations for this area, it does not constitute the proposed "Project."

Subsequently, on December 20, 2005, the City Council authorized a separate contract for the preparation of an Environmental Impact Report to analyze the environmental impacts associated with the implementation of revised zoning standards for the area. The Draft

Environmental Impact Report (DEIR) evaluates potential significant impacts and proposes mitigation measures to reduce impacts.

The Draft Environmental Impact Report has been circulated for public review for the required 45-day review period, from August 29 to October 13, 2008.

This report provides a summary of the DEIR and a discussion of proposed development regulations for the area.

BACKGROUND

The project area is approximately 43-acres bounded 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 district formally referred to as the 'Industrial Area' is presently developed with industrial, commercial, government and religious uses.

The land uses bordering the project area are mixed. The north side of the project area is Santa Monica Boulevard and Beverly Gardens Park. North of the park 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 uses that front Burton Way, including multi-family housing, 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.

The City's vision for this area was articulated nearly 15 years ago and is intended to be developed with office, commercial and municipal uses. Commercial land use regulations for this area were adopted in 1994 by Ordinance No. 94-0-2193, following completion of an Environmental Impact Report, Zone Change and General Plan Amendment. At that time the City amended its General Plan and Zoning Code to eliminate the former industrial designation of properties within the area.

Existing General Plan Designations

The entirety of the project area is designated for "Low Density Commercial & Municipal" in the Land Use Element of the General Plan. The Land Use Map identifies a height of 45 feet and a Floor Area Ratio (FAR) of 2.0 for parcels within the area. The only exceptions are the former railroad right-of-way parcel north of Civic Center Drive, which is designated "Railroad," which allows for Railroad and surface parking uses. The Land Use Element identifies 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 Industrial Area, specifically the eastern edge of North Maple Drive. Mechanisms such as landscaping and screening, are recommended in the existing General Plan.

Existing Zoning

There are three zoning classifications that currently exist within the project area: C-5 Commercial, P-S Public Service, and T-1 Transportation. This area contains the only C-5 Commercial zoning classification in the City. General retail and office uses are permitted in the district, with some larger or more intense land uses prohibited, such as cinemas, department stores, and industrial uses. Residential uses are not permitted. The Zoning Ordinance further prohibits retail and restaurant uses along Maple Drive and limits these uses along Civic Center Drive. Properties within the C-5 zone are limited to 45 feet in height.

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, 45 foot height limit and Floor Area Ratio of 2.0:1.

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

PROJECT DESCRIPTION

In an effort to further refine the development regulations established for this area nearly 15 years ago, the Project includes the following components: General Plan Amendment; Zoning Text and Map Amendments; circulation and landscape improvements. Each of these project components are detailed below.

General Plan Amendment

As part of the proposed project, an amendment is proposed to the City's adopted General Plan Land Use Element Map to revise the height from the existing 45 feet to a new range of 30 -75 feet and to change the FAR from the existing 2.0 to a new range of 2.0 – 4.0.

Zoning Text and Map Amendment

All of the properties within the area are proposed to be classified with the C-5 Commercial Zone designation and the existing C-5 Zoning standards are proposed to be modified to regulate allowed uses, height limitations, building setbacks, open space requirements and maximum density. The C-5 Zoning designation is only located in the industrial area, the proposed changes do not result in zoning changes to other properties beyond the study area.

Use Standards

The zoning regulations would modify the existing allowed uses within the area. The revised C-5 zone would allow those uses currently permitted in the C-5 and P-S zones, which include: Arts/crafts store; Bookstore; Confectionery store; Florist; Gift shop; Interior design studio; Newsstand; Notion shop; Office convenience store; Pharmacy; Photography shop; Restaurant or cafe, Shoe repair shop; Stationery store; Tailor; Bank uses. Electrical receiving or transforming station uses, Office uses. Public or private utility uses. Community athletic facilities. Human resource centers. Municipal facilities. Parks. Public auditoriums. Other Public service uses Those uses determined by the director of planning and community development to be similar to the uses specifically enumerated in this uses.

The following uses are proposed to continue to be conditionally permitted uses: Brewing or manufacture of alcoholic beverages that is ancillary to a dining or bar use or is ancillary to a retail store that sells alcoholic beverages; Car washes; Educational institution uses teaching grade levels one through twelve (12); Gymnasium uses; Museum uses; "Nightclub type activity" uses; Private screening rooms appurtenant to commercial office uses. Religious institution uses. Theater/auditorium uses with a maximum capacity of no more than four hundred fifty (450) persons. Expansion of vehicle sales and service uses Veterinary hospital uses but in existence on September 1, 1991.

The proposed standards would also allow hotel uses and as an ancillary use to a hotel, residential uses. Any ancillary residential use would be located within the hotel building and limited to a maximum of ten percent (10%) of the number of hotel guest rooms in order to ensure the residential component remains incidental to the primary hotel use. Allowing ancillary residential uses as a component of a hotel provides added flexibility to the overall management of hotels operations. For the purposes of the EIR analysis, office and retail uses have been evaluated for traffic generation purposes, which generate a greater number of trips compare to a residential use. Therefore, in terms of impact analysis, allowing residential uses in the area would fall within the limits of the analysis contained herein.

The proposed project also includes 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. The proposed project allows consideration for retail in this area, 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. The objective of allowing such retail/restaurant uses in this area is to provide goods and services to employees and residents in the area in a manner that is complimentary and compatible with existing land uses in the area.

Height Limits

Height limits in the project area would 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 would be lowest at 30 feet along Civic Center Drive and would taper to an internal height limit of 75 feet. The proposed height limits along the Civic Center Drive frontage are proposed to maintain pedestrian scale. Parcels on the north and south side of Civic Center Drive would have a height limit of 30 feet for the first 15 feet of building depth and 45 feet beyond. These height limits would 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 would be limited to 45 feet for the first 100 feet of depth and 60 feet beyond. This required building stepback would lessen the visibility of 60 foot high buildings 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, would have a 75-foot height limit, although proposed density limitations would preclude the development of 75-foot buildings across the entire site. This combination of additional height and limited density is intended to allow for flexibility in site-planning and architectural design.

Building Setbacks

Front yard building setbacks from property lines are proposed as follows:

Third Street – 5 foot minimum.

Alden Drive – 10 foot minimum.

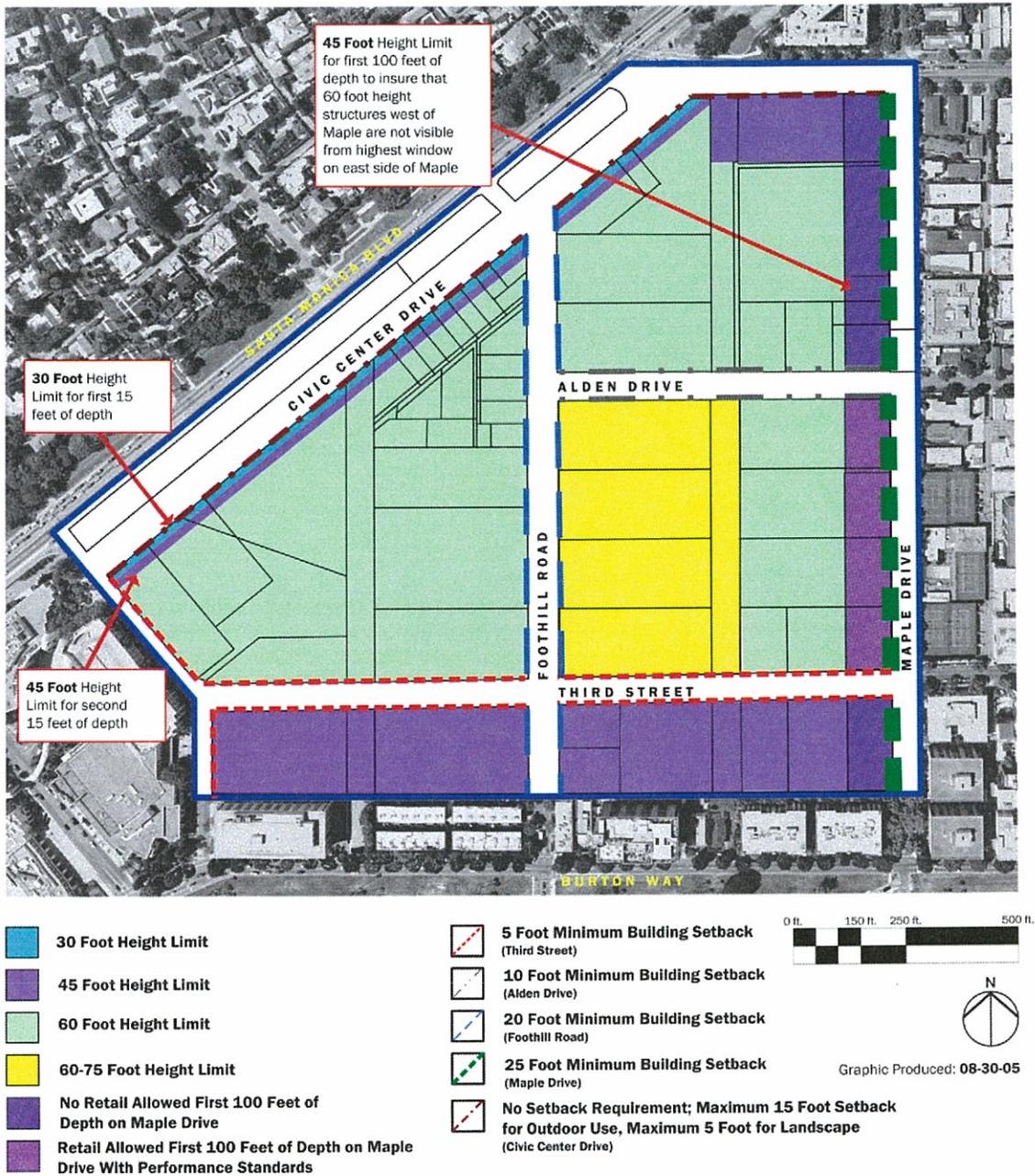
Foothill Road – 20 foot minimum.

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 to accommodate outdoor uses, such as a café; or a 5-foot maximum allowable setback for landscaping.

Proposed heights and setbacks are identified in Figure 1, below.

FIGURE 1



Open Space Requirements

Open Space requirements for individual development are proposed to be equivalent to five percent of the square footage of the building as calculated for floor area ratio purposes. This area would 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 required to be open to the public during a reasonable portion of the day (typically daylight or working hours).

Density

No change is proposed to the existing maximum floor area ratio (FAR) of 2:1. However, an Overlay Zone is proposed to allow additional density up to a 4:1 FAR, subject to a maximum square footage cap, as described below.

Overlay Zone

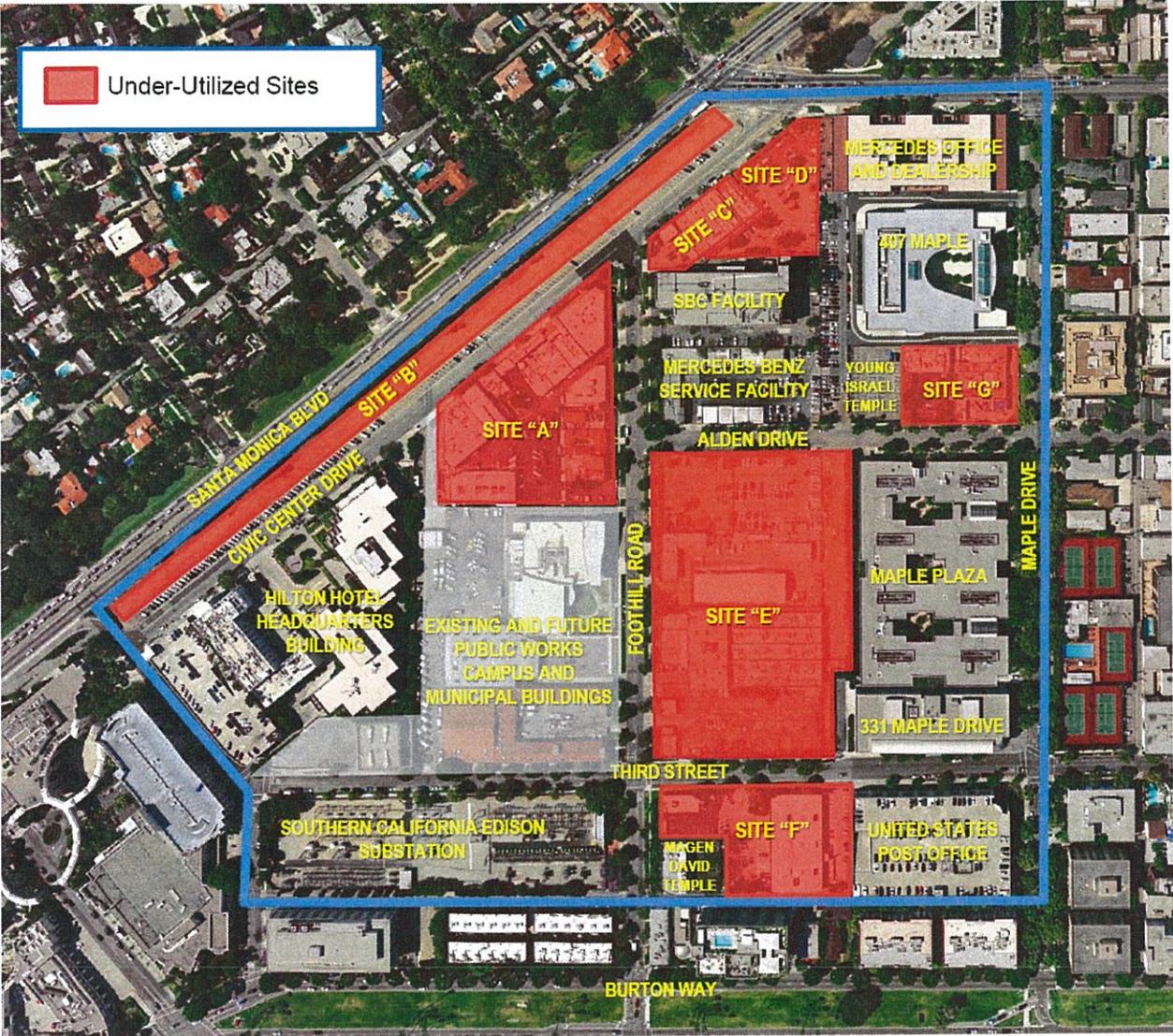
For the purposes of analysis in the Draft Environmental Impact Report, seven under-utilized sites within the EBD were identified, as described more fully under the "Additional Density" heading, below. A development scenario for each of these sites was established to analyze potential impacts resulting from heights, uses and densities consistent with proposed regulations for the area.

These development scenarios resulted in an aggregate increase of approximately 733,182 square feet of floor area compared to that currently permitted under existing development regulations. Therefore, although the Overlay Zone is proposed to allow a maximum FAR of up to a 4:1, it is further limited by a maximum cap of 733,182 square feet of development above the allowable base of 2:1 FAR for all properties within the EBD area. This additional 733,182 square feet of floor area analyzed in this EIR is meant to serve as a depository, available to all properties within the EBD Overlay Zone, on a first come basis.

Additional Density

The analysis this EIR assumes greater development than currently permitted within the EBD area. Although specific sites were assumed for future development for EIR analysis, increases in development density are proposed for all properties within the EBD, subject to a maximum 4:1 FAR and further limited by the maximum square footage cap described here. The location of the under-utilized sites chosen for the purposes of this EIR analysis are shown in Figure 2, below.

FIGURE 2



UNDER-UTILIZED SITES IDENTIFIED FOR EIR ANALYSIS

The following chart identifies and summarizes some key components of proposed development standards and compares them to existing standards.

ENTERTAINMENT BUSINESS DISTRICT AREA		
DEVELOPMENT REGULATIONS		
Category	Existing	Proposed
ZONING CLASSIFICATION	C-5, Public Service and T-1	C-5
Height	45-feet	Variable 30 to 75 feet depending on location within the district.
Uses	Various Commercial and Municipal Uses	In addition to existing permitted uses, the following changes are proposed: Residential uses are proposed to be permitted as ancillary to a hotel use provided the residential units are provided within the hotel building and the number of such residential units does not exceed ten percent (10%) of the total number of hotel guest rooms. Retail (including restaurants) is not permitted within the first 100 feet of depth along Maple Drive. Consideration for retail uses along Maple Drive between Third Street and Alden Drive is proposed, as long as certain performance standards are met. These standards would include restrictions on entry, signage, loading, trash, hours of operation, and others.
Stepbacks	None	Stepbacks proposed along perimeter of area: Civic Center Drive would 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. Maple Drive north of Third Street would be limited to 45 feet for the first 100 feet of depth and 60 feet beyond.

Setbacks	N/A	Third Street – 5 foot minimum. Alden Drive – 10 foot minimum. Foothill Road – 20 foot minimum. Maple Drive – 25 foot minimum. 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).
Floor Area	Max. 2:1 FAR for C-5 and P-S. Not contemplated for T-1 zoned property.	Max 2:1 FAR for all properties within the area with overlay option for additional density.
Overlay:	None	Proposed Overlay to allow FAR up to 4:1. Approval of overlay subject to: compliance with specific objectives, including the provision of public benefits. maximum aggregate of 800,000 square feet of floor area in excess of that permitted by the underlying zoning for all properties within the EBD Overlay.
Open Space:	The amount of open space shall equal at least five percent (5%) of the floor area of the development.	No Change.

OTHER PROJECT COMPONENTS

Landscape Improvements

The following public landscape improvements are included as project components:

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.

Traffic/Circulation Revisions

Revisions to the circulation system are being proposed to improve the circulation into and out of the project area as well as to preclude the use of the residential neighborhood to the south of the site as a means of ingress/egress into and out of the area. The following circulation system improvements are identified on the map below.

N. Santa Monica Blvd at Foothill Road – The improvement at this location would provide access from North Santa Monica Boulevard to Civic Center Drive and Foothill Road. It includes installing two new traffic signals and prohibiting movements onto northbound North Maple Drive from both Santa Monica Boulevard and Foothill Road.

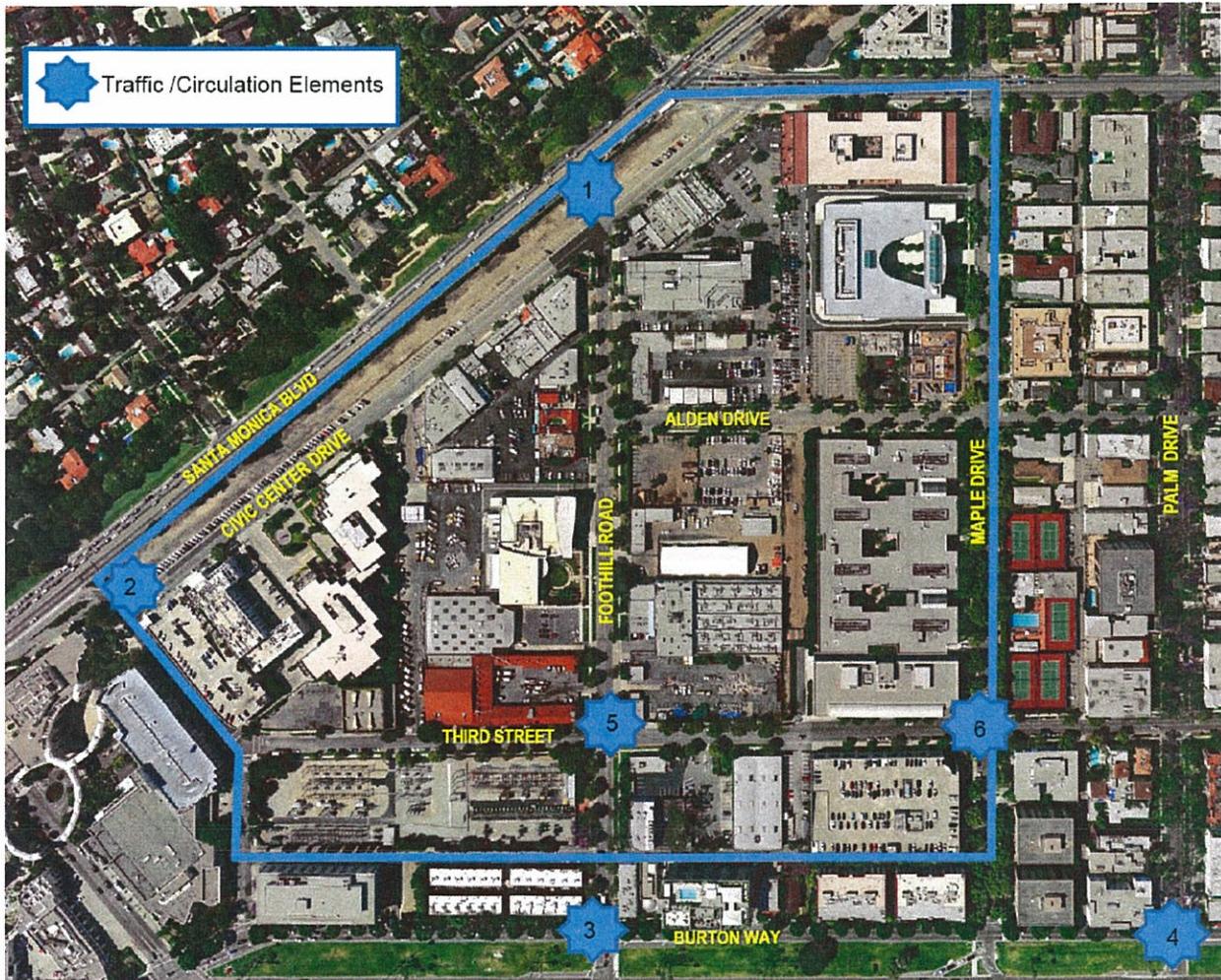
N. Santa Monica Access Drive and Civic Center Drive – This improvement consists of construction of a northbound right-turn departure lane that would provide a northeast access from the project area to northbound North Santa Monica Blvd.

Burton Way and Foothill Road – This improvement consists of reconfiguration of the intersection to provide eastbound and westbound left-turn pockets. These left-turn pockets would be realigned to transverse the landscaped median on Burton Way. In addition, a series of raised diverters would be constructed in the middle of the intersection to prohibit north-south through movements and the northbound left movement. This will help prevent non-local traffic from utilizing Foothill Road, south of Burton Way.

Burton Way and Palm Avenue – This improvement consists of reconfiguration of the intersection to provide an eastbound left-turn pocket. This left-turn pocket would be realigned to transverse the landscaped median on Burton Way. In addition, a raised diverter in the middle of the intersection would be constructed to prohibit north-south through and left-turns and the westbound left turn movement. This will help prevent non-local traffic from utilizing Palm Avenue, south of Burton Way.

Traffic Signal - 3rd Street & Foothill Road – This improvement is a required mitigation measure from the 1994 Industrial Area EIR.

Traffic Signal 3rd Street & Maple Drive. – This improvement is a required mitigation measure from the 1994 Industrial Area EIR.



DRAFT ENVIRONMENTAL IMPACT REPORT

Summary of Impacts

The proposed project would result in significant unavoidable adverse impacts to air quality (operational source emissions – pages 3-49 through 3-50), cultural resources (due to potential loss of properties which convey a sense of the City's Industrial Area's past – pages 3-56 through 3-79), and transportation/traffic (operational impacts at various intersections – pages 3-137 through 3-147). Impacts to aesthetics, air quality, solid waste and sewer service would be less than significant with the implementation of the recommended mitigation measures. These can be seen in Table ES-1 of the DEIR, below.

Impacts to aesthetics, noise, hazardous materials, and land use would be less than significant.

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
Aesthetics		
There are no scenic vistas that would be impacted by the proposed project.	None Required	Less Than Significant Impact
The proposed project would result in less than significant impacts to potential Santa Monica Boulevard scenic highway and Beverly Gardens Park.	None Required	Less Than Significant Impact
Changes to building height and setback standards will not substantially degrade the existing visual character or quality of the site and its surroundings.	None Required	Less Than Significant Impact
The proposed project would result in similar shade and shadow impacts as would occur under current zoning and existing conditions. The proposed project would have no shade or shadow impacts on residential structures in the project vicinity.	None Required	Less Than Significant Impact
Air Quality		
Will not conflict with or obstruct implementation of the applicable air quality plan.	None Required	Less Than Significant Impact
<p>ROG construction emissions are marginally significant (75.3 pounds per day verses the SCAQMD threshold of 75 pounds per day). All other pollutant emissions during construction activities are predicted to be at or below SCAQMD CEQA construction emission thresholds</p>	<p>3.2-1 Developers of individual development project shall be required to submit a Construction Traffic Management Plan to the Director of Public Works for review and approval prior to issuance of construction permits to accomplish the following:</p> <ul style="list-style-type: none"> • Maintain existing access for land uses in proximity of the development site during construction. • Schedule deliveries and pick-up of construction materials to non-peak travel periods, to the maximum extent feasible. • Coordinate deliveries and pick-ups to reduce the potential for trucks waiting to load or unload for protracted periods of time. • Minimize obstruction of through traffic lanes on 	<p>Less Than Significant Impact</p> <p>With Mitigation</p>

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
	<p>surrounding public streets.</p> <ul style="list-style-type: none"> • Construction equipment traffic from the contractors shall be controlled by flagman. • Identify designated transport routes for heavy trucks (in addition to haul trucks) to be used over the duration of the proposed project. • Schedule vehicle movements to ensure that there are no vehicles waiting off-site and impeding public traffic flow on the surrounding streets. • Establish requirements for loading/unloading and storage of materials on the project site, where parking spaces would be encumbered, length of time traffic travel lanes can be encumbered, sidewalk closings or pedestrian diversions to ensure the safety of the pedestrian and access to local businesses. • Coordinate with adjacent businesses and emergency service providers to ensure adequate access exists to the project site and neighboring businesses. • Provide all construction contractors with written information on where their workers and their subcontractors are permitted to park, and provide clear consequences to violators for failure to follow these regulations. This information will clearly state areas where construction parking is prohibited. <p>3.2-2 <u>Dust Control</u> - During construction of individual development projects within the EBD area, project applicants shall be required to ensure that construction contractors:</p>	

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
	<ul style="list-style-type: none"> • Apply soil stabilizers to inactive areas. • Prepare a high wind dust control plan and implement plan elements and terminate soil disturbance when winds exceed 25 mph. • Stabilize previously disturbed areas if subsequent construction is delayed. • Water exposed surfaces and haul roads with non-potable water 3 times/day. • Cover all stock piles with tarps. • Replace ground cover in disturbed areas quickly. • Reduce speeds on unpaved roads to less than 15 mph. <p>3.2-3 Exhaust Emissions - During construction of individual development projects within the EBD area, project applicants shall be required to ensure that construction contractors:</p> <ul style="list-style-type: none"> • Require 90-day low-NOx tune-ups for off-road equipment. • Limit allowable idling to 5 minutes for trucks and heavy equipment. • Use Tier3-rated engines during site grading for all equipment exceeding 100 horsepower if available. • Utilize equipment whose engines are equipped with diesel oxidation catalysts if available. • Utilize diesel particulate filter on heavy equipment where feasible. <p>3.2-4 Painting and Coatings - During construction of individual development projects within the EBD area, project applicants shall be required to ensure</p>	

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
	that construction contractors Use low VOC coatings and high pressure-low volume sprayers.	
PM-10 and PM-2.5 emissions exceed Local Construction Impact (LST) thresholds during portions of the construction process.	Mitigation Measures 3.2-1 to 3.2-4	Less Than Significant
Operational emissions of CO, ROG, NOx, PM-10 and PM-2.5 are all forecast to exceed their respective SCAGMD significance thresholds by a substantial margin (ROG = 231%, NOx = 317%, CO= 273%, PM-10 = 249%, and PM-2.5= 132%)		Significant Unmitigatable Impact
Will not expose sensitive receptors to substantial pollutant concentrations.	None Required	Less Than Significant Impact
Will not create objectionable odors affecting a substantial number of people.	None Required	Less Than Significant Impact
The projects would result in a small contribution to the State's greenhouse gas inventory (0.0001% during construction and 0.007 % during operation), which would be further reduced through the City's Green Building Ordinance.	None Required	Less Than Significant Impact
Cultural Resources		
Site E – Leasehold Development: Demolition of the Payne Furnace Company building which appears eligible for the National and California Registers would be a reasonably foreseeable development on this site.	3.3-1 Photodocumentation: Prior to the demolition or alteration of 336 Foothill Road (Payne Furnace & Supply Company), photodocumentation of the building shall be prepared. Photodocumentation shall include large and medium format photographs of all historical resources on the development site. Negatives, proofs and 8- by 10- inch archivally processed prints on double weight, fiber-based paper shall be appropriately labeled and placed in the collection of the Beverly Hills Public Library. An archival copy of all photographs shall also be placed in the collection of the regional	Significant Unmitigatable Impact

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
	<p>information center at California State University, Fullerton. Photography shall be directed by a qualified professional (i.e. a professional meeting the Secretary of the Interior's Professional Qualifications Standards in architectural history or history) who shall determine the total number of photographs required. Final photodocumentation shall be accepted by the Community Development Director prior to submittal to the repositories and issuance of any demolition or building permit. A high-quality laser or equivalent copy shall be provided to the Community Develop Director for retention in the project file.</p> <p>Final photodocumentation shall be accepted by the Community Development Director prior to submittal to the repository and issuance of any demolition or building permit. A high-quality, laser or equivalent copy shall be provided to the Community Development Director for retention in the project file.</p>	
<p>Development of the Leasehold site (Site E) would contribute to the cumulative loss of identified historical resources within the City of Beverly Hills.</p>		<p>Significant Cumulative Impact</p>
<p>No impacts to historical resources are anticipated to occur as a result of the increased development potential on Sites D and G resulting from the proposed project.</p>	<p>None Required</p>	<p>Less Than Significant Impact</p>
<p>Examples of industrial and veterinary themed properties are located on Sites A, B, C and F. No applications for development on these sites is currently pending or included in the proposed project.</p>	<p>3.3-3 The following properties shall be evaluated for California Register eligibility as part of environmental review of any future development project(s) in the EBD area on Sites A, B, C or F which would affect these properties:</p>	<p>Less Than Significant Impact</p>

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
	<ul style="list-style-type: none"> • 9278 Civic Center Drive • 9300-9304 Civic Center Drive • 403 Foothill Road • 9312 Santa Monica Boulevard • 9320 Santa Monica Boulevard • 9326-9330 Civic Center Drive • Former Railroad Right-Of-Way • 322 Foothill Road • 351 Foothill Road • 353-357 Foothill Road 	
Impacts to Beverly Gardens Park from the landscape buffer and circulation improvement at Foothill Road and Santa Monica Blvd would be less than significant	None Required	Less Than Significant Impact
No historical resource impacts would result from the project's setback and height standards	None Required	Less Than Significant Impact
The proposed project, in combination with past projects such as 417 N. Maple Drive and reasonably anticipated future projects such as development of the Leasehold Site will result in the cumulative loss of properties (industrial and veterinary themed) which convey a sense of the City's Industrial Area's past.	3.3-2 A public art project to commemorate the significant social, economic, and historic presence of the railroad and Industrial area shall be prepared prior to issuance of any construction permits for development on the railroad right-of-way or Civic Center Drive. The program shall include selection of a qualified team consisting of a public art consultant, an artist with experience in projects of this nature, and a person meeting the Secretary of the Interior's Professional Qualifications Standards in architectural history, historic architecture and/or history.	Significant Cumulative Impact
Hazards and Hazardous Materials		
There is the potential for significant hazardous materials-related impacts associated the reasonably foreseeable future development of the Leasehold site, given current information on site conditions.	3.4-1 - Prior to issuance of building permits for new construction on the Leasehold Site additional hazardous materials investigation shall be completed, including the following: completion of a soil gas survey to screen the site for possible volatile organic	Less Than Significant Impact

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
	<p>compounds associated with current use and historic industrial uses; completion of soil borings at selected locations of historic concern, current staining, hazardous materials storage/use and subsurface features (clarifiers); potholing/trenching to assess for indications of buried incinerated materials; and research as to the possible presence of septic tanks and leach fields. In the event that hazardous materials which have the potential to result in a significant hazard to the public or environment are not detected, the City of Beverly Hills Public Works director shall review and approve the findings of the report, prior to issuance of building permits for new development on the site. In the event that the presence of hazardous materials which have the potential to result in a significant hazard to the public or environment are detected, a Remedial Action Workplan shall be prepared which outlines the actions necessary to reduce risk to acceptable levels (State standards), the Action Plan shall be reviewed and approved by the City of Beverly Hill Director of Public Works and the appropriate responsible agency, and remediation in accordance with an approved Remedial Action Workplan shall be completed prior to issuance of building permits.</p>	
<p>There is the potential for significant hazardous materials-related impacts associated development of Parcel B, should it occur in the future, given current information on site conditions. This site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5.</p>	<p>3.4-2 - Remediation on Site B, the T1 ("Parcel 12) lot, in accordance with an approved Remedial Action Workplan shall be completed prior to issuance of building permits for new construction on Site B.</p>	<p>Less Than Significant Impact</p>

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
<p>Although unlikely given existing on-site uses, the potential exists for the presence of previously unidentified subsurface hazardous substances on potential development sites.</p>	<p>3.4-3 Prior to approval of new development within the project area, a Phase 1 site assessment shall be prepared for the proposed development site and shall be submitted for the City of Beverly Hills Director of Public Works for review and approval prior to issuance of any building permits. In the event that the presence of hazardous materials which have the potential to result in a significant hazard to the public or environment are detected, additional hazardous materials investigation shall be performed. If the presence of hazardous materials which have the potential to result in a significant hazard to the public or environment are confirmed, a Remedial Action Workplan shall be prepared which outlines the actions necessary to reduce risk to acceptable levels (State standards), the Action Plan shall be reviewed and approved by the City of Beverly Hill Director of Public Works and the appropriate responsible agency, and remediation in accordance with an approved Remedial Action Workplan shall be completed prior to issuance of building permits.</p> <p>3.4-4 A Construction Risk Management Plan shall be prepared and submitted to the Director of Public works for any developments that include demolition of existing structures. The Plan shall be submitted for review and approval prior to issuance of any demolition or construction permits for the development project. The Plan shall identify procedures for identifying any hazardous materials that may be encountered during demolition, including asbestos, lead based paints and PCBs. Project applicants shall demonstrate compliance with the Construction Risk</p>	<p>Less Than Significant Impact</p>

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
	<p>Management Plan during construction, prior to issuance of occupancy permits.</p> <p>3.4-5 If asbestos is found in existing buildings, asbestos removal shall occur in accordance with applicable laws and regulations and under permit by the SCAQMD and the Beverly Hills Fire Department. Removal shall be completed prior issuance of construction permits for new structures.</p> <p>3.4-6 If materials that could present a threat to human health or the environment are discovered, during construction, construction in that immediate area shall cease immediately. Furthermore, a qualified professional shall evaluate the finding(s) and make appropriate recommendations. Work shall not resume in that area until the City determines that appropriate actions have been implemented to protect human health and the environment.</p>	
Land Use and Planning	None Required	Less Than Significant Impact
<p>Will not disrupt or physically divide an established community (including a low-income or minority community).</p> <p>Will not conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect.</p>	None Required	Less Than Significant Impact
Noise	None Required	Less Than Significant Impact
<p>Construction noise and vibration impacts would be less than significant</p>	None Required	Less Than Significant Impact

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
<p>Although the on-site noise generated by project related traffic may exceed the +3 dB significance threshold several segments within the project area, impacts are not considered significant because noise levels at the building facades of non-sensitive uses will be less than recommended land use compatibility standards.</p> <p>Traffic noise impacts could result should any future Site D, E or F developments include sensitive uses, depending on the site-specific development design.</p>	<p>3.6-1 Construction haul routes which shall avoid adjacent residential streets, shall be approved by the City of Beverly Hills Building Department prior to issuance of demolition and/or construction permits for individual development projects.</p> <p>None Required</p>	<p>Less Than Significant Impact</p>
<p>Residential interior noise levels will not exceed 45 dB CNEL in hotel units with closed windows facing site perimeter roadways. The commercial interior noise standard of 50 dB CNEL similarly will not be exceeded.</p> <p>Operation of rooftop HVAC equipment would not have a significant noise impact on the residential uses adjacent to the project site.</p> <p>Will not expose persons to or generate excessive groundborne vibration or groundborne noise levels.</p> <p>Will not result in a substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project.</p>	<p>3.6-2 - Should any future development project on Sites D, E or F include hotel balconies, patios or outdoor eating areas, or sensitive uses, a project-specific noise analysis shall be conducted to determine if noise standards for these uses will be exceeded and if so, to identify noise attenuation methods to achieve noise standards.</p> <p>None Required</p>	<p>Less Than Significant Impact</p>
<p>Will not expose persons to or generate excessive groundborne vibration or groundborne noise levels.</p> <p>Will not result in a substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project.</p>	<p>None Required</p>	<p>Less Than Significant Impact</p>
<p>Will not result in a substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project.</p>	<p>None Required</p>	<p>Less Than Significant Impact</p>

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
Will not result in a substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project.	None Required	Less Than Significant Impact
Is not located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, and does not involve any change in land use and therefore will not expose people residing or working in the project area to excessive noise levels.	None Required	Less Than Significant Impact
Is not located within the vicinity of a private airstrip, and will not expose people residing or working in the project area to excessive noise levels.	None Required	Less Than Significant Impact
Transportation/Traffic		
Project traffic will significantly impact the following 23 study intersections:		
1. Santa Monica Bl. (N) & Wilshire Bl.		Significant Unmitigated Impact
2. Santa Monica Bl. (S) & Wilshire Bl.		Significant Unmitigated Impact
3. Santa Monica Bl. (N) & Beverly Dr.	3.7-1 N. Santa Monica Boulevard & Beverly Drive (3)- Re-stripe the Beverly Drive northbound approach from one left-turn lane, one through lane and one shared through-right turn lane to consist of one left-turn lane, two through lanes and one right-turn lane.	Significant Unmitigated Impact
4. Santa Monica Bl. (S) & Beverly Dr.		Significant Unmitigated Impact
5. Santa Monica Bl. & Rexford Dr.	3.7-2 N. Santa Monica Boulevard & Rexford Drive (5)- Re-stripe the northbound approach from one left-turn lane and one shared through-right turn lane to consist of one left-turn lane, one through lane and one right-turn lane.	Significant Unmitigated Impact during a.m. peak
8. Santa Monica Bl. & Beverly Bl./Palm Dr.	3.7-3 N. Santa Monica Boulevard & Beverly	Significant Unmitigated Impact

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
9. Santa Monica Bl. & Doheny Dr.	<p>Boulevard /Palm Drive (8)- Widen the eastbound approach from two through lanes and one right-turn lane to consist of two through lanes and two right-turn lanes with right-turn overlap phasing. Additionally, widen the northbound approach from two left-turn lanes and one shared through-right-turn-lane to consist of two left-turn lanes, one through lane and one right-turn lane.</p> <p>3.7-9 N. Santa Monica Boulevard & Doheny Drive (9) - Provide north/south protective phasing instead of the existing split phasing. Re-stripe the southbound approach from one shared left-through lane, one through lane and one right-turn lane to consist of one left-turn lane, one through lane and one right-turn lane. In addition, re-stripe the northbound approach from one shared left-through lane, one through lane and one right-turn lane to consist of one left-turn lane, one through lane and one right-turn lane.</p>	Significant Unmitigated Impact
10. Burton Wy. & Rexford Dr.		Significant Unmitigated Impact
11. Burton Wy. & Civic Center Dr.	<p>3.7-4 Burton Way Corridor Enhancement - Provide an additional travel lane in each direction along Burton Way, between Doheny Drive and Civic Center Drive. On the south side of Burton Way, the third travel lane would be provided by prohibiting parking during the a.m. and p.m. peak hours. On the north side of Burton Way, the third travel lane would be provided by widening Burton Way by three feet into the median. Parking would not have to be prohibited on the north side of the street.</p>	Less Than Significant Impact
12. Burton Wy. & Foothill Rd.	<p>3.7-4 Burton Way Corridor Enhancement - Provide an additional travel lane in each direction along</p>	Less Than Significant Impact

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
13. Burton Wy. & Maple Dr.	<p>Burton Way, between Doheny Drive and Civic Center Drive. On the south side of Burton Way, the third travel lane would be provided by prohibiting parking during the a.m. and p.m. peak hours. On the north side of Burton Way, the third travel lane would be provided by widening Burton Way by three feet into the median. Parking would not have to be prohibited on the north side of the street.</p> <p>3.7-4 Burton Way Corridor Enhancement - Provide an additional travel lane in each direction along Burton Way, between Doheny Drive and Civic Center Drive. On the south side of Burton Way, the third travel lane would be provided by prohibiting parking during the a.m. and p.m. peak hours. On the north side of Burton Way, the third travel lane would be provided by widening Burton Way by three feet into the median. Parking would not have to be prohibited on the north side of the street.</p>	Less Than Significant Impact
14. Burton Wy. & Doheny Dr.	<p>3.7-10 Burton Way & Doheny Drive (14) - Re-stripe the westbound approach from one left-turn lane, two through lanes and one right-turn lane to consist of one left-turn lane, three through lanes and one right-turn lane. Provide protective left-turn phasing for the westbound left-turn lane. Additionally, re-strip the eastbound approach from one left-turn lane, two through lanes and one right-turn lane to consist of one left-turn lane, two through lanes and one shared through-right-turn-lane.</p>	Less Than Significant Impact
15. Civic Center Dr. & Civic Center Dr.	<p>3.7-5 Civic Center Drive & Civic Center Drive (15) - Provide a southbound dedicated left-turn lane by widening the southbound approach from one shared through left lane to consist of one through lane and</p>	Less Than Significant Impact

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
	one left-turn lane. This mitigation represents an addition to the improvements proposed as part of the EBD project.	
17. Civic Center Dr. & Beverly Bl.	3.7-6 Civic Center Drive & Beverly Boulevard (17) - Widen the eastbound approach to provide a dedicated right-turn lane. This improvement would work in conjunction with the improvements proposed for N. Santa Monica Boulevard & Beverly Boulevard/Palm Drive.	Less Than Significant Impact
21. 3rd St. & Palm Dr.		Significant Unmitigated Impact
22. 3rd St. & Oakhurst Dr.		Significant Unmitigated Impact
23. 3rd St. & Doheny Dr.	3.7-11 3rd Street & Doheny Drive (23) - Re-stripe the northbound approach from one left-turn lane, one through lane and one right-turn lane to consist of one left-turn lane, one through lane and one shared through-right-turn lane. The additional northbound lane would drop after the intersection. Therefore, the implementation of this mitigation would require the elimination of on-street parking on the eastside of Doheny Drive, north of 3 rd Street for approximately 200 feet in order to facilitate the lane drop.	Less Than Significant Impact
24. Alden Dr. & Foothill Rd.	3.7-7 Alden Drive & Foothill Road (24) - Install a two-phase traffic signal.	Less Than Significant Impact
27. Beverly Bl. & Doheny Dr.	3.7-12 Beverly Boulevard & Doheny Drive (27) - Re-stripe both the northbound and southbound approaches from one left-turn lane, and one shared through-right lane to consist of one left-turn lane, one through lane and one right-turn lane.	Significant Unmitigated Impact Saturday peak period impact. Weekday impacts reduced to Less Than Significant

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
32. Wilshire B. & Doheny Dr.		Significant Unmitigated Impact
35. Burton Way & Robertson Bl	3.7-13 Burton Way & Robertson Boulevard (35) - Re-stripe the southbound approach from one left-turn lane, and one shared through-right lane to consist of one left-turn lane, one through lane and one right-turn lane. The implementation of this mitigation would require the elimination of two on-street parking spaces on the west side of Robertson Boulevard, north of Burton Way. Additionally, provide an additional eastbound through lane. This would be accomplished by realigning the eastbound approach to accommodate the third through lane. The three eastbound through lanes would align with the three departures lanes on the eastside of the intersection.	Less Than Significant Impact
36. 3rd St. & Robertson Bl.	3.7-14 3rd Street & Robertson Boulevard (36) - Re-stripe the northbound and southbound approaches from one left-turn lane, and one shared through-right lane to consist of one left-turn lane, one through lane and one right-turn lane. The implementation of this mitigation would require the elimination of two on-street parking spaces on the west and east side of Robertson Boulevard, north and south of Burton Way respectively.	Less Than Significant Impact
37. Beverly Bl. & Robertson Bl.	3.7-15 Beverly Boulevard & Robertson Boulevard (37) - Re-stripe the southbound approach from one left-turn lane, and one shared through-right lane to consist of one left-turn lane, one through lane and one right-turn lane. The implementation of this mitigation would require the elimination of two on-street parking spaces on the west side of Robertson Boulevard, north	Significant Unmitigated Impact

**TABLE ES-1
IMPACT SUMMARY**

ISSUE AREA	MITIGATION MEASURES	LEVEL OF SIGNIFICANCE
<p>There would be significant impacts to the following 6 residential street segments:</p> <ul style="list-style-type: none"> • Palm St. between Santa Monica Bl. N. and Carmelita Av. • Maple Dr. between Beverly Bl and Alden Dr. • Maple Dr. between Alden Dr. and 3rd St. • Maple Dr. between 3rd St. and Burton Wy. • Alden Dr. between Maple Dr. and Palm Dr. • 3rd between Maple Dr. and Palm Dr. 	<p>Burton Way.</p>	<p>Significant Unmitigated Impact</p>
<p>The proposed project's impact on public transit services would be less than significant.</p> <p>The project is expected to create significant impacts along four freeway segments during the following peak periods and directions:</p> <ul style="list-style-type: none"> • n/o Inglewood Ave, at Compton Blvd (northbound, both a.m. and p.m. peak hours; southbound, p.m. peak hour only) • n/o La Tijera (northbound, both a.m. and p.m. peak hours; southbound, p.m. peak hour only) • n/o Venice Blvd. (northbound, both a.m. and p.m. peak hours; southbound, p.m. peak hour only) • s/o Mulholland Dr. southbound, both a.m. and p.m. peak hours; northbound, a.m. peak hour only) 		<p>Less Than Significant</p> <p>Significant Unmitigated Impact</p>

PROCESS

Since there is no development proposed as a component of the project, the Planning Commission's role in the proposed General Plan Amendment and Zone Change will be advisory to the City Council. Likewise, the California Environmental Quality Act ("CEQA") provides that certification of an Environmental Impact Report shall be required by the approving body; therefore, the Planning Commission will be asked to make a recommendation to the City Council with respect to both the Project and the DEIR. The DEIR identifies air quality, cultural resource, and transportation/traffic impacts that cannot be mitigated to a level that is less than significant. If the Council were to approve the project as proposed, then the Council would have to make a finding that the benefits of the project outweigh the impacts at the time of approval. This is known as a Statement of Overriding Consideration.

As indicated above, staff recommends that the Planning Commission provide comments to staff regarding the DEIR and proposed Zoning Code and General Plan amendments. Staff will then return at a subsequent meeting with a draft resolution articulating the Commission's recommendations and including a draft ordinance containing specific zoning text amendment language which would also incorporate the Commission's recommendations to be forwarded to the City Council.

David Reyes, Principal Planner

ATTACHMENTS

1. Draft Sketch Plan
2. Draft Environmental Impact Report (previously provided under separate cover)

ATTACHMENT 1 DRAFT SKETCH PLAN

**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.