



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** November 5, 2009

**To:** Honorable Mayor & City Council

**From:** Jonathan Lait, AICP, City Planner  
Larry Sakurai, Principal Planner

**Subject:** Regional Development Projects List - City Council Monthly Update

**Attachments:** A. Regional Development Projects List  
B. Regional Development Projects Map  
C. West Hollywood General Plan Notice of Preparation

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### INTRODUCTION

The Community Development Department, collaboratively with the Public Works and Transportation Department, regularly monitors development projects occurring outside of the City's boundaries. Attached for the City Council's information is a list of regional projects that summarizes development projects occurring near the City which are currently being monitored. The Regional Development Projects List is updated and posted regularly on the City's website:

[http://www.beverlyhills.org/services/planning\\_division/development\\_in\\_neighboring\\_cities/default.asp](http://www.beverlyhills.org/services/planning_division/development_in_neighboring_cities/default.asp).

### DISCUSSION

There are no new projects to report on in the adjacent jurisdictions. With respect to legislation, staff notes that West Hollywood is updating its ordinance regulating medical marijuana dispensaries. West Hollywood proposes to eliminate the Conditional Use Permit (CUP) requirement for the dispensaries and instead address them through the City's business regulations, tied to the City's business licenses. Rather than relying on simple CUP conditions that run with a property, regulatory business licenses provide a mechanism to address changes in ownership, background checks, and other operational issues. West Hollywood would require marijuana dispensaries to be approved through a public hearing process by its Business License Commission. West Hollywood has also been proceeding through a general plan update process over the past year. An Environmental Impact Report (EIR) is currently being prepared for the update. Staff will consult with West Hollywood's planning staff on the development of the general plan update and the EIR.

Meeting Date: November 5, 2009

**OTHER UPDATES:**

Sunset-Doheny Hotel Project (West Hollywood): On October 15, 2009, The Planning Commission recommended to the City Council approval of the project (involves general plan, specific plan, and zoning amendments and a development agreement). The City Council will consider the project at its November 2, 2009 meeting. The Transportation staffs of Beverly Hills and West Hollywood have developed lane configuration options for the Santa Monica/Doheny intersection to improve its current operations.

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| 11-story hotel with condominiums and retail<br>• 2 buildings<br>• 40,000 square feet of commercial<br>• 102 hotel rooms<br>• 66 dwelling units |
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Century Plaza Project (Los Angeles): On October 22, 2009, the City Council will consider recommendations of its Planning & Land Use Management (PLUM) Committee to: 1) initiate consideration of the Century Plaza Hotel as a City Historic-Cultural Monument (90-day stay of demolition), and 2) request the preparation of a report on the proposed designation for consideration by the Cultural Heritage Commission within 75 days. An EIR is currently being prepared for the project.

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| New hotel and condominiums<br>• Two 47-story buildings<br>• 293 dwelling units<br>• 240 hotel rooms<br>• 117,647 sq. ft. office space<br>• 109,278 sq. ft. retail/restaurant space |
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300-322 Wetherly Drive (Los Angeles): This case was approved by the City Council on September 30, 2009.

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| 14-story condominium<br>• 95 dwelling units<br>(Replaces 84 existing units.) |
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**FISCAL IMPACT**

This report proposes no policies or recommendations that would have any significant fiscal impact to the City.

**RECOMMENDATION**

This report is provided for the City Council's information. Staff will continue to monitor development projects in the adjacent jurisdictions and update the City Council on regional development activity.

Susan Healy Keene, AICP, Director  
 of Community Development  
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 Approved By

## Regional Project List

**City of Beverly Hills  
Regional Development Projects List**  
Updated 10/21/2009



ACTIVE PROJECTS					
JURISDICTION	PROJECT NAME <i>Status</i>	LOCATION	DESCRIPTION	RECENT ACTIVITY	CITY OF BEVERLY HILLS ACTIONS TO DATE
West Hollywood	General Plan Update	City of West Hollywood	The City is updating a plan that was originally adopted in 1988 to address changes experienced in West Hollywood and the region, as well as broader cultural and economic changes in over the past 20 years.	Preparation of a Draft EIR is underway.	Currently monitoring.
① West Hollywood	<u>9040 Sunset/Doheny Project</u> <i>Status:</i> 11/2/09 – CC consideration of resolutions recommending approval of project & development agreement.	Sunset & Doheny Sunset Strip, West Hollywood	Hotel, residential units, and commercial <ul style="list-style-type: none"> <li>• 2 buildings</li> <li>• 40,000 square foot commercial</li> <li>• 102 hotel rooms</li> <li>• 66 dwelling units.</li> </ul>	<b>10/15/09</b> - PC adopted resolutions recommending approval of the project & development agreement <b>8/6/09</b> - Public Hearing before the PC. Staff directed to prepare resolution recommending approval.	WH & BH staffs are working together to improve Santa Monica/Doheny. 12/12/08 - Comment letter on Draft EIR raising concerns regarding traffic impacts.
② Los Angeles	YULA Boys School 9760 W Pico Blvd, Los Angeles <i>Status:</i> Pending release of Final EIR	Immediately east of Museum of Tolerance on Pico Blvd, Los Angeles	Increase in high school enrollment w/reduction in jr. college enrollment; separation of west wing (to Museum of Tolerance), addition of 100 parking spaces.	No review/ actions scheduled at this time. DEIR: no impacts to BH.	Currently monitoring.
③ Los Angeles	<u>300-322 Wetherly Drive</u> , Los Angeles <i>Status:</i> 9/30/09 – Approved by the City Council.	3rd St between Almont & Wetherly Directly east of Four Seasons Hotel 1-block above and 3-blocks east of the City boundary, Los Angeles	Condominiums and townhouses <ul style="list-style-type: none"> <li>• 95-unit condominium development</li> <li>• 14-stories.</li> </ul> (Replaces 84 DUs.)	<b>9/22/09</b> – PLUM Committee recommended approval to the City Council. <b>9/2/09</b> – Public Hearing Continued. (Continued from 6/16/09, 7/7/09, 7/28/09, and 8/11/09).	12/12/08 – Comment letter appraising of potential need for upgrading of LA County storm drains.

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ACTIVE PROJECTS					
JURISDICTION	PROJECT NAME <i>Status</i>	LOCATION	DESCRIPTION	RECENT ACTIVITY	CITY OF BEVERLY HILLS ACTIONS TO DATE
4 Los Angeles	8901-8903 West Burton Way, Los Angeles <i>Status:</i> Decision pending resolution of issues raised at the hearing.	Northwest corner of Burton Way and Swall Drive, Los Angeles	Installation and operation of eight wireless antennas, one GPS antenna and four equipment cabinets.	7/22/09 – Public Hearing, Zoning Administrator. Applicant is revising the project to address issues raised at the hearing.	Currently monitoring.
5 Los Angeles	Century Plaza Project <i>Status:</i> <u>Preparing EIR</u>	2025 Avenue of the Stars (@ Constellation Blvd.), Century City	New residential condominium, hotel, and commercial complex <ul style="list-style-type: none"> <li>• Demolish existing hotel</li> <li>• Construct two, 47-story buildings.</li> <li>• 293 dwelling units</li> <li>• 240 hotel rooms</li> <li>• 117,647 sq. ft. office</li> <li>• 109,278 sq. ft. retail/restaurant</li> </ul>	10/22/09 – PLUM Committee recommendation submitted to City Council to 1) consider the Century Plaza Hotel as a City Historical-Cultural Monument, and 2) initiate a report for consideration by the Cultural Heritage Commission.	7/30/09 – City provided a list of potential issues to be studied in the EIR.
Los Angeles	<u>Westside Subway Extension Environmental Impact Report</u> <i>Status:</i> Preparing EIR 11/3 PC Update 11/4 Metro community meeting	Tunnel alignments along Wilshire & San Vicente Stations proposed near (1) Wilshire & La Cienega and (2) Wilshire & Beverly	Environmental review for extension of the regional subway system.	9/24/09 – Metro Board Meeting to consider inclusion in plan and priority Federal funding. Station planning mtgs. In Fall. 8/11/09 – Public Meeting: Station location and design.	8/4/09 – CC adopted resolution supporting the subway extension and Mass Transit Committee recommendations. 4/23/09 – Provided a list of potential issues to be studied in the EIR. 4/16/09 – Public scoping meeting held in Beverly Hills library auditorium.



**City of Beverly Hills  
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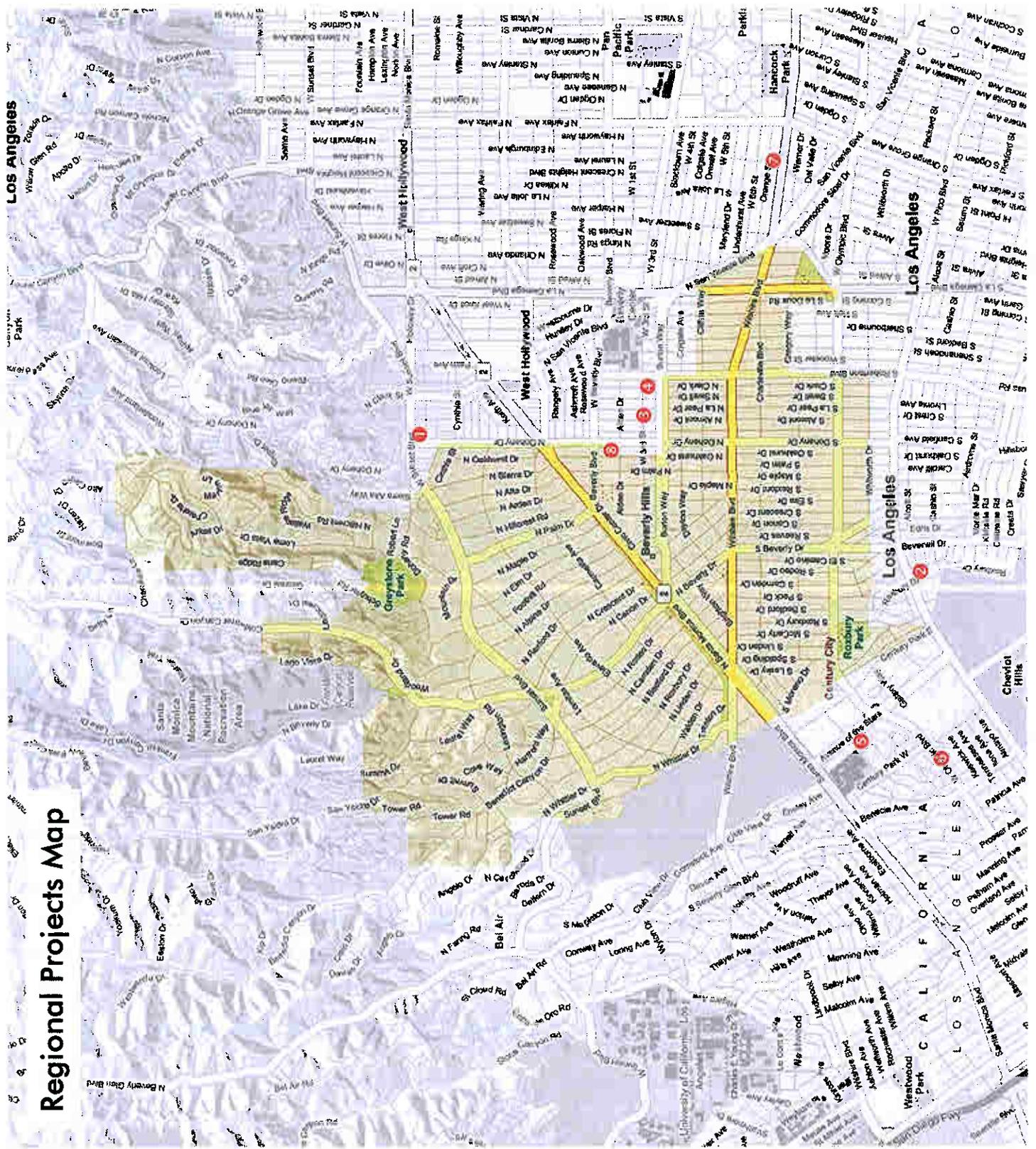
ACTIVE PROJECTS					
JURISDICTION	PROJECT NAME <i>Status</i>	LOCATION	DESCRIPTION	RECENT ACTIVITY	CITY OF BEVERLY HILLS ACTIONS TO DATE
6 Los Angeles	10328-10384 Bellwood Ave. <i>Status:</i> Applicant conducting community outreach. New notice to be released.	Century City off W. Olympic Blvd.	158 unit condominium bldg. (replaces 112 existing DUs)	9/2/09 – Public Hearing CANCELLED	Currently monitoring. No significant impacts to Beverly Hills anticipated.
7 Los Angeles	652-685½ Crescent Heights Blvd., 6233-6245 Wilshire Blvd. <i>Status:</i> FEIR in preparation.	Wilshire & Crescent Heights	21-story, 162-unit residential tower with 4,200 sq. ft. bank and 2,650 sq. ft. retail/cafe (replaces 7,117 sq. ft. bank)	8/13/09 – DEIR released.	9/18/09 – Comment letter submitted requesting additional traffic analysis near Beverly Hills. No impacts to Beverly Hills identified.
8 Los Angeles	AT&T Rooftop Telecommunications Antenna Complex <i>Status:</i> 9/29/09 administrative hearing was held; staff is attempting to contact the zoning administrator.	125 N. Doheny Drive	12 panel antennae, two GPS antennae, associated equipment on top of an existing five-story apartment building.	9/9/09 – Public notice received.	Currently monitoring.



**City of Beverly Hills**  
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PREVIOUS PROJECTS					
JURISDICTION	PROJECT NAME Status	LOCATION	DESCRIPTION	RECENT ACTIVITY	CITY OF BEVERLY HILLS ACTIONS TO DATE
West Hollywood	SoHo House 9200 Sunset Blvd, West Hollywood Status: 8/17/09 – Appeal Denied, project approved	Sunset and Cory, in West Hollywood at City's boundary	Intensification of use <ul style="list-style-type: none"> <li>Convert existing offices on 13th and 14th (partial floor) to private, members only club and restaurant.</li> <li>Convert lobby on ground floor to spa, retail space and café.</li> </ul>	8/17/09 – Council Appeal Hearing – Neighbors' appeal denied, applicant's appeal and project approved. 7/29/09 – Project Approved by PC. 7/16/09 – PC public Hearing continued to 7/29/09.	WH & BH staffs working together to improve Santa Monica/Doheny.
Los Angeles	SunCal 10000 Santa Monica Blvd. Status: Suspended due to financial reasons	Santa Monica & Moreno	45-story/600' height, 177-unit condominium.		5/22/08 – Comment letter in response to NOP identifying traffic, parking, safety, aesthetic, shade/shadow, & utility issues.

# Regional Projects Map



Regional Projects Map

# Notice of Preparation (EIR) West Hollywood General Plan Update

## NOTICE OF PREPARATION

**To:** Interested Parties

**From:** City of West Hollywood  
Community Development Department  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069

**Date:** September 30, 2009

**Subject:** Notice of Preparation of Draft Program Environmental Impact Report

**Project:** City of West Hollywood General Plan Update

The City of West Hollywood, as the lead agency, is preparing an Environmental Impact Report (EIR) for the City of West Hollywood General Plan update. The purpose of this Notice of Preparation (NOP) is to inform agencies and the public that an EIR is being prepared for this project and to invite specific comments on the scope and content of the information to be included and analyzed in the EIR. Agencies should comment on the elements of the environmental information that are relevant to their statutory responsibilities in connection with the proposed project.

Due to the time limits mandated by state law, your response to this NOP should be received at the earliest possible date, **but not later than 30 days** after issuance of this notice, by 5:00 p.m. on October 29, 2009.

Please send your response to Bianca Siegl, Associate Planner, at the address shown below. The City will need the name of a contact person in your agency.

Bianca Siegl, Associate Planner  
City of West Hollywood  
Community Development Department  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069  
(323) 848-6475

**Scoping Meeting:** A scoping meeting will be held as part of the regularly scheduled Planning Commission meeting at West Hollywood Park Auditorium (647 North San Vicente Blvd.) on October 15, 2009 at 6:30 p.m. The scoping meeting will provide an opportunity for members of the public to learn about the project and provide their input to staff, the Planning Commission, and consultants regarding the scope and contents of the Draft EIR.

**Project Location:** Figure 1 depicts the regional location and Figure 2 depicts the planning area.

**Project Description:** The proposed project is the comprehensive update and implementation of the City of West Hollywood General Plan. West Hollywood is a built out city with limited room for new development or physical changes. The focus of the General Plan update is on preserving and enhancing the quality of life for residents while also allowing new development that supports the community's vision for the future.

The General Plan establishes a comprehensive community vision for West Hollywood with regard to land use, housing, circulation, open space/conservation, noise, economic development, public safety, community services and governance. As a blueprint for the future, the plan must contain policies and programs designed to provide decision-makers with a solid basis for decisions related to land use and development. The General Plan is founded upon the community's vision for West Hollywood and expresses the community's long-term goals.

To achieve the vision of the community, the General Plan defines long-term community goals and decision-making policies through text and maps in each of the elements. The General Plan update will also include implementation programs describing actions or strategies to help achieve the community's vision. The recommended implementation programs serve as the basis for future programming decisions related to the assignment of staff and expenditure of City funds.

The General Plan update is currently under development. Based on the preliminary work on the General Plan update, the document will address three basic questions. Each is discussed below.

The first question is: How do we preserve and enhance the neighborhoods and residential areas in West Hollywood? From the initial public outreach effort, the community has clearly expressed its desire to protect the existing quality and uniqueness of individual neighborhoods, to maintain and if possible increase the amount of affordable housing in the City, to provide for the continued diversity of the housing stock, and to renovate the aging housing stock. The above values must be accomplished while also allowing for sensitive infill development in existing residential areas. In addition, the General Plan update will develop policies for neighborhood preservation and enhancement.

The second question is: How does the City enhance West Hollywood's boulevards and districts in a way that improves the quality of life in the City, relieves development pressure on residential neighborhoods, maintains economic development, improves mobility, encourages transit-oriented development, and enhances the City? The areas that will be examined for potential land use or urban design changes are Sunset Blvd., La Brea Ave., Santa Monica Blvd., Beverly Blvd., Melrose Ave., La Cienega Blvd., Fairfax Ave., Fountain Avenue, and the Melrose Triangle area. Outside forces that will impact development in the community include the overall growth of the Los Angeles region, including the neighboring Cities of Los Angeles and Beverly Hills, population and demographic changes in the community, the potential development of a subway system through the City, and the City's ability to contribute to strategies that address global climate change. Each area may experience some limited development of a quality and character that is compatible with the surrounding commercial area and sensitive to the adjacent neighborhoods. The level of growth and change, the proposed land use designations, and the form of the built environment will be discussed and determined during the General Plan update process.

The third question is: How do we improve and enhance the quality of life and the identity of the City through General Plan programs and policies? The City of West Hollywood is widely recognized as a leader in social equity, sustainable development, housing and rent stabilization, and human services. A desired outcome of the General Plan is to develop the policy framework and identify specific programs that will continue and expand West Hollywood's leadership, innovation and quality of public service.

Topics that will be addressed in the General Plan update include the following:

- **Land Use** – The General Plan will set goals and policies for land use that address the above questions with a focus on maintaining neighborhood livability, enhancing commercial boulevards, and supporting sensitive infill development in our dense urban environment.

- **Transportation** – The General Plan will address multi-modal transportation facilities in the community including accommodating a future subway extension through the City, modifications to existing street network classifications, pass-through traffic through the City, parking, transit, and bicycle and pedestrian enhancements.
- **Housing** – The General Plan Update includes a comprehensive update of the Housing Element.
- **Historic preservation** – Program and policies will address existing and potential new historic structures and districts.
- **Sustainability** – The General Plan will focus on climate change, green buildings, energy use, alternative energy production, water use and solid waste. A Climate Action Plan will be prepared as an immediate implementation measure for the General Plan.
- **Human services and education** – Program and policies will be developed to maintain and enhance the wide diversity of social programs and services provided by the City for its residents.
- **Arts and culture** – Programs and policies for arts and culture will be included in the General Plan.
- **Parks and recreation** – The City is currently renovating its two largest parks – West Hollywood Park and Plummer Park. The General Plan will identify opportunities to increase parks and recreation facilities.
- **Health and active living** – Improving the physical environment in the City to improve opportunities for healthy, active lifestyles will be a focus of the General Plan. Topics that may be included in the plan are physical activity, respiratory health, and access to healthy foods.
- **Governance** – The General Plan will include policies and programs to improve the delivery of public facilities and services in the community.
- **Public Safety** – The General Plan will identify policies to ensure the continued high level of public safety and emergency preparedness in the City.

**Potential Environmental Effects of the Project:** These issues areas will be addressed in the Program EIR:

- Aesthetics
- Agriculture Resources
- Air Quality
- Biological Resources
- Climate Change
- Cultural Resources
- Geology/Soils
- Hazards and Hazardous Materials
- Hydrology/Water Quality
- Land Use/Planning
- Mineral Resources
- Noise
- Population and Housing
- Public Services
- Recreation
- Transportation/Traffic
- Utilities/Services Systems



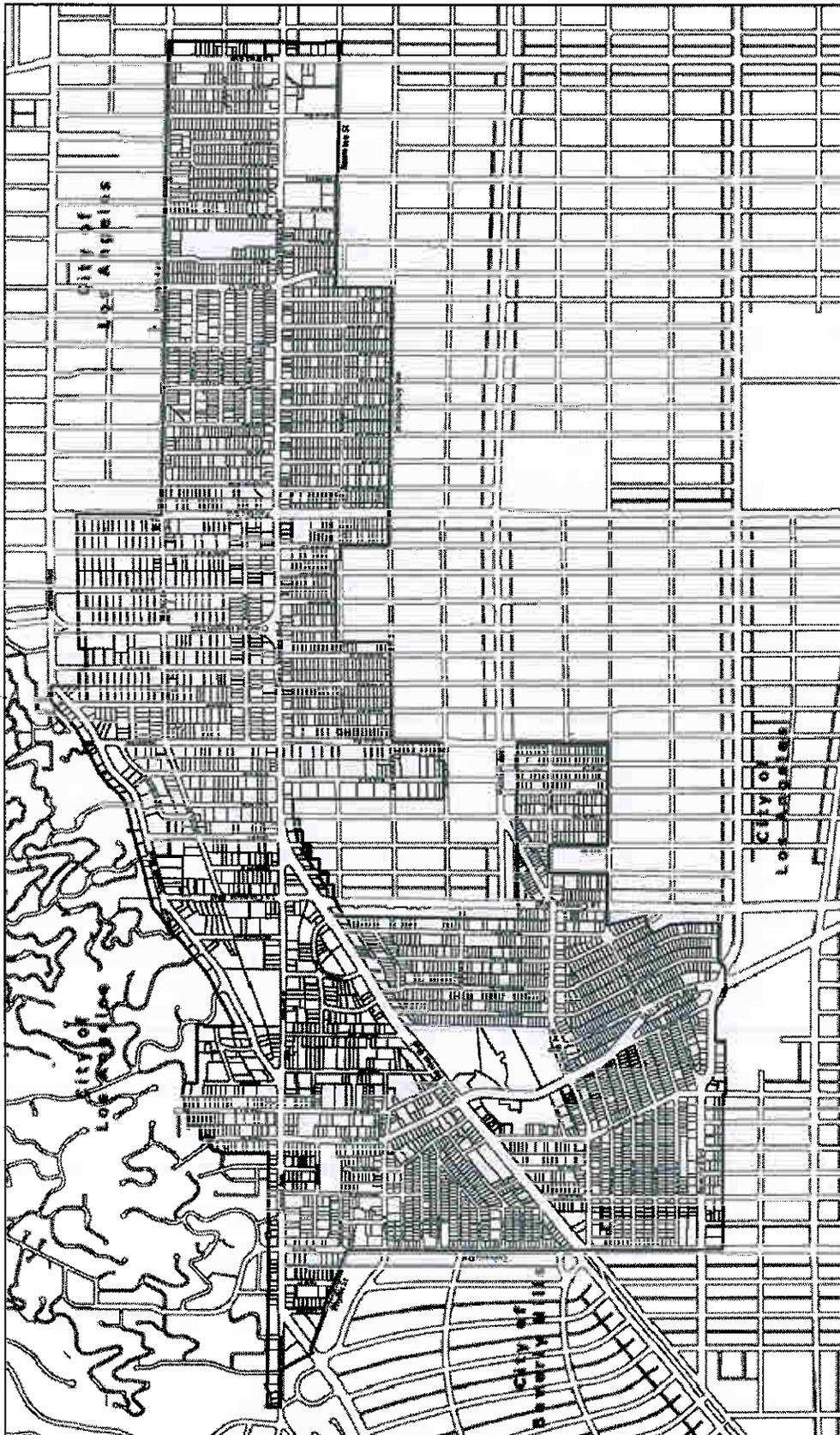


Figure 2  
Planning Area