



**CITY OF BEVERLY HILLS  
CITY COUNCIL  
SPECIAL MEETING  
March 25, 2008**

The Special Meeting of the City Council of Beverly Hills was held in the Council Chambers at 7:00 p.m.

**PLEDGE OF ALLEGIANCE**

**A. ROLL CALL**

Present: Councilmember Delshad, Councilmember Krasne,  
Councilmember Briskman, Vice Mayor Fenton, and Mayor  
Brucker  
Absent: None

**B. PRESENTATIONS**

None

**C. ORAL COMMUNICATIONS**

1. TELEPHONE CALL-IN (310.285.1020) (Members of the public are invited to place telephone calls to comment on issues that do not appear on the evening's agenda. The City Council will take up to three telephone calls per meeting. Comments on the evening's agenda must be made in person as the item comes before the City Council.)

The Telephone Call-in feature is not working at this time.

2. AUDIENCE COMMENTS. Any person wishing to address the City Council on any matter not on the agenda may do so at this time. However, the State open meetings law (Government Code Section 54950 et seq.) prohibits the City Council from providing a detailed response or acting upon any item not contained on the agenda posted 72 hours before a regular meeting and 24 hours before a special meeting. If you wish to address the City Council at this time, please complete a speaker's card and give it to the City Clerk prior to the commencement of the meeting. Please use the microphone provided, clearly stating your name for the official record and courteously limiting your remarks to three (3) minutes so others may have the opportunity to speak as well.

1. J.A. Mirisch spoke about City financing.

**D. PUBLIC HEARING**

TO SET:

None

TO CONSIDER:

This being the time and place set, a continued public hearing was held to consider:

1. CONSIDERATION OF PLANNING COMMISSION'S RECOMMENDATION FOR APPROVAL OF A GENERAL PLAN AMENDMENT, ZONE TEXT AMENDMENT, ZONE CHANGE, SPECIFIC PLAN, DEVELOPMENT AGREEMENT AND ENVIRONMENTAL IMPACT REPORT FOR A PROPOSED MIXED USE PROJECT AT 9876 WILSHIRE BOULEVARD (THE BEVERLY HILTON REVITALIZATION PROJECT). Comment: The proposed project is located on an approximate 8.9-acre site at the intersection of Wilshire and Santa Monica Boulevards and is currently developed with the Beverly Hilton and ancillary facilities. The proposed project would include redevelopment and reconfiguration of the site by adding 30 poolside guestrooms to the Beverly Hilton hotel as well as new hotel support, retail, and office facilities, a conference room, outdoor landscaped areas, a new five-star 140 room Waldorf Astoria Hotel and a separate 60-unit condominium building. Parking would be provided in a subterranean garage with 1,733 spaces.

The notice of the hearing was published as required by law and an affidavit to this effect is on file with the City Clerk.

The report of the Director of Community Development and the record of the Community Development Department in this matter are made a part of the record of this hearing.

Community Development Director Vince Bertoni outlined the proceedings for this evening and requested continuing the meeting to Thursday night at 7 p.m. for additional public comment. He then reviewed the existing Beverly Hilton site details, provided a summary of the demolition, the Planning Commission process, the Planning Commission recommendation, the parking scenarios, the applicant's revised project, staff's recommendation, a project summary table of the Planning Commission recommendation, applicant submittal and staff recommendation. Mr. Bertoni then briefly reviewed the project entitlements.

Ann Doehne, consultant with Impact Sciences, briefly provided an overview of the Draft Environmental Report (DEIR).

Ralph Mundell, the City's Fire Marshall, provided a presentation on the fire fighting aspects of the project. He reviewed four items regarding this project which included the sprinkler system, a fire command center, emergency communications system and standby power with an emergency generator. He spoke about standby communications system for fire personnel in case of an emergency; reviewed fire fighting features included in the project. Mr. Mundell responded to the Mayor's question regarding a helipad.

Dr. Scott Miller, the City's Chief Financial Officer, provided a summary of the revenue sources from this project. He then reviewed the one-time revenues, detailed the property tax scenario, reviewed the graduated scale for property tax revenues for the first 30 years. Dr. Miller spoke about the Environmental Mitigation Sustainability (EMS) Fee, the documentary transfer fee, business tax charges and the sales tax. He reviewed the state subvention revenues, and the TOT plus municipal surcharge and other revenues. Dr. Miller provided an overall summary of revenue from the project over 30 years and possible differences between the developer's revenue numbers and the City's revenue numbers.

Planning Commission Chair Noah Furie reviewed the Commission's process taken for this project. He mentioned all Planning Commissioners are present tonight and that they voted 5-0 for their recommendation. Chair Furie noted how the Planning Commission arrived at their recommendation without Residence A. Chair Furie pointed out the applicant has presented a revised project to the City Council asking for additional height and density adding additional stories to the Waldorf Astoria and adding back Residence A. Mr. Furie stated that while the Commission supports the proposed project they reviewed, they do not support the applicant's revised project.

Beny Alagem, applicant, thanked the architects and other members of his team working with him on this project and also thanked the 200 supporters in attendance this evening. Mr. Alagem presented the proposed project by discussing the history of the Beverly Hilton Hotel and the Revitalization Plan with the 170 room Waldorf Astoria Hotel and two luxury residential buildings.

Chris Nassetta, President and CEO of Hilton Hotels, provided a report about the Beverly Hills Revitalization Plan which includes a luxury hotel with a residential component. Mr. Nassetta mentioned their plan to bring new Waldorf Astoria hotels to landmark cities around the world.

Bob Siegel, architectural firm Gwathmey Siegel, provided a PowerPoint presentation to give an architectural perspective of various design projects and illustrated how the proposed buildings would look.

Peter Walker, Peter Walker & Partners, design collaborator and landscape architect, described in detail the landscaping for the proposed project.

Coreene Verdery, representing the applicant, presented the new site plan for

the project as proposed this evening.

Tom Jirovsky, CBRE Consulting, provided a detailed overview of the total economic benefits of the Beverly Hilton project, including the existing hotel.

Mr. Alagem summarized the project and asked the Council to support the Beverly Hilton Revitalization Plan.

Mayor Brucker recessed the meeting at 9:40 p.m. and reconvened the meeting at 9:45 p.m. with all members present.

Mayor Brucker asked for public comment.

Speaking:

1. Red Richmond spoke against the mitigation measures of construction near El Rodeo School, and had questions about the construction plan.
2. Myra Lurie, representing BHUSD, spoke about mitigating the impact of the project on the El Rodeo School, and thanked the Council for attending the recent meeting with the parents. Ms. Lurie also requested a construction schedule for the project, and a source for independent monitoring.
3. Reinhard Prinz expressed support of the project.
4. Darian Bojeaux spoke about revitalizing the project within the current footprint, and asked that this project be voted on by the community.
5. Richard Zyman, long-time resident, spoke in support of the project.
6. Paula Kent Meehan stated this project is important for Beverly Hills.
7. Denny Fitzpatrick, resident and General Manager of the Hilton Hotel, commented on the positive changes at the hotel since Mr. Alagem purchased the hotel and asked the Council to support this project.
8. Steven Weinglass stated he supports the Planning Commission's recommendation.
9. Graydon Brittan stated he strongly supports the project as it is presented this evening.
10. Maynard Brittan, a member of the Commercial Standards Committee, spoke in support of the project.
11. Dan Walsh, CEO of the Beverly Hills Chamber of Commerce, expressed support of the project on behalf of the businesses in the City.
12. Vicky Mense, owner and operator of Xi'an Restaurant on Canon Drive,

spoke in support of the project, particularly the Waldorf Astoria.

13. Joanne Kozberg expressed support for the project.

14. Sharona Nazarian congratulated the new Mayor, Vice Mayor, former Mayor and Councilmembers for their hard work, and spoke in support of the project.

15. Stewart Korshak described Mr. Alagem as an employer, and gave his support of the project.

16. Tom Korey spoke in support of the project.

17. Jeff O'Kyle shared his background in parking and stated he voluntarily is part of the team that analyzed and designed the parking and recirculation plan for the Beverly Hilton Revitalization Plan and spoke to the level of detail that was given to parking for this project.

18. Gunther Schiff urged the Council to put this matter to the vote of the citizens.

19. Ilona Sherman spoke in support of the project.

20. James Jahant, general manager of Brooks Brothers on Rodeo Drive and representing the Rodeo Drive Committee, supports the revitalization plan.

21. Dennis Bloch spoke in favor of the project.

22. Elaine Maltzman spoke in support of the project.

23. Timothy Corrigan, designer, spoke in support of the project.

24. Jerrie Heslov stated she supports the project, including Residence A.

25. Sander Habalow spoke about the financial market and what is pending for the future.

26. Nooshin Meshkaty, representing BHUSD, asked to ensure the needs of the students across from this project.

27. Bill DeVore spoke about needing the mix of condominium residences and hotels to be a viable project.

28. Paul Krikorian spoke in support of the project.

29. Lisa Sokolov spoke in favor of bringing the Waldorf Astoria to Beverly Hills, and bringing back the Residence A.

30. Margie Blatt commended the Planning Commission on their hard work on

this project, and asked that the Council not approve the revisions proposed this evening.

31. Paul Dreher, employee of the Hilton, spoke in support of Mr. Alagem and the project.

32. Linda May encouraged the Council to embrace the entire project.

33. Les Bronte read letters from Warren Ackerman and Eli Schneiderman in support of the Beverly Hills Revitalization Plan, and submitted approximately 120 names from Dr. Ninaz Pirnia in support of the project.

34. Dr. Matthew Finerman read from documentation from the 1950's regarding a variance for the Beverly Hilton Hotel and expressed his opposition to the revised project.

35. Mayor Brucker read a letter from Daniel Simons in support of the project.

36. Councilmember Briskman read a letter from Linterman's in support of the project.

37. Councilmember Briskman read a letter from Tom Blumenthal, President of the Rodeo Drive Committee, in support of the project.

Mayor Brucker announced the meeting will be continued to Thursday, March 27, 2008 at 7:00 p.m. and thanked everyone who spoke and was in attendance this evening.

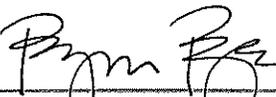
**E. OTHER BUSINESS**

None

**F. ADJOURNMENT**

There being no further business, Mayor Brucker with the consent of Council adjourned the meeting at 11:50 p.m. and continued the hearing to Thursday, March 27, 2008 at 7:00 p.m.

PASSED, Approved and Adopted  
this 15th day of April, 2008.

  
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**BYRON POPE, City Clerk**

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**BARRY BRUCKER, MAYOR**

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**This meeting was broadcast on live television, on City of Beverly Hills municipal government television access Channel BHN/10 Time Warner Cable.**