



**STAFF REPORT
CITY OF BEVERLY HILLS**

**For the Planning
Commission Meeting of
January 28, 2010**

TO: Planning Commission
FROM: David Reyes, Principal Planner

SUBJECT: Project Preview for a proposed new 6-story hotel with 90 guest rooms and 28 residences. The project would contain 160 parking spaces within a subterranean parking structure located at **469 North Doheny Drive.**

Project Preview

Jon Blanchard of Vantage + Groups has submitted preliminary information regarding the construction of new hotel at the site currently improved with the Beverly Terrace Hotel.

A presentation was made before a Subcommittee of the Beverly Hills City Council on July 7, 2009 for a slightly smaller hotel (5-story versus 6 and 70 rooms versus 90). Minutes of that meeting along with preliminary project information provided by the applicant are attached to this report.

David Reyes
Principal Planner

Attachments:

1. Preliminary hotel project description
2. July 7, 2009 meetings notes of the Planning Commission Subcommittee of the City Council.

ATTACHMENT 1
PRELIMINARY INFORMATION REGARDING PROJECT

Proposed project is the east gateway entrance to Beverly Hills located at the corner of Santa Monica Blvd and Doheny.

Current use:

Parcel 1 - two-story Hotel & restaurant, "The Beverly Terrace Hotel"

Parcel 2 – 2 story 12 unit apartment building.

Existing land: 16,379 square feet (parcel 1) + 13,948 SF (parcel 2) = 30,337 SF

Existing hotel & restaurant: 12,877 square feet and 39 rooms

8' side yard setbacks (proposed 15' setback on South lot line) – 14' rear yard setback – alley – 15' front yard setback – Doheny

21,960 net SF building area x 5 stories = 109,800

18,300 net per floor area x 6 stories = 109,800

Smaller footprint allows more creative building design and additional landscape

Proposed 6-story Boutique Hotel & Residence with 5 star service

Hotel rooms: 90 on floors 2, 3 & 4 – 54,900 SF

Residences: 28 on floors 5 & 6 – 36,600 SF

Entry, Restaurant & Offices 1st floor – 18,300 SF

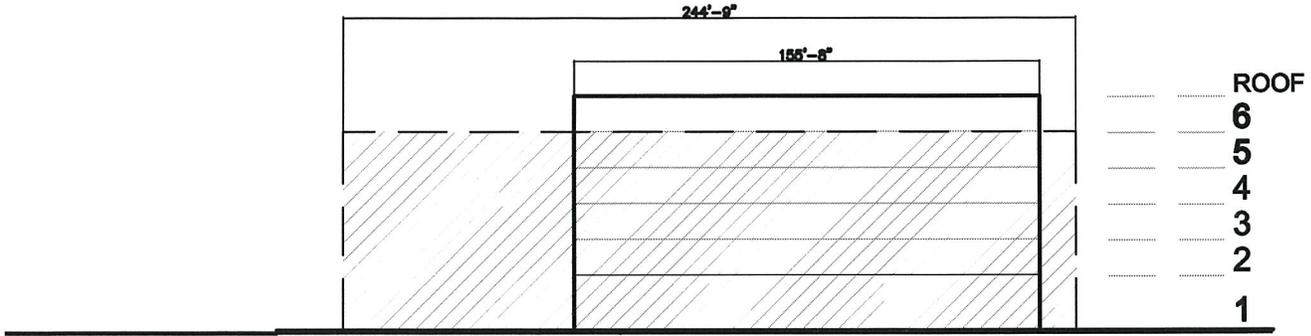
Restaurant seating: 60

Parking 160 – 3 & 4 levels subterranean

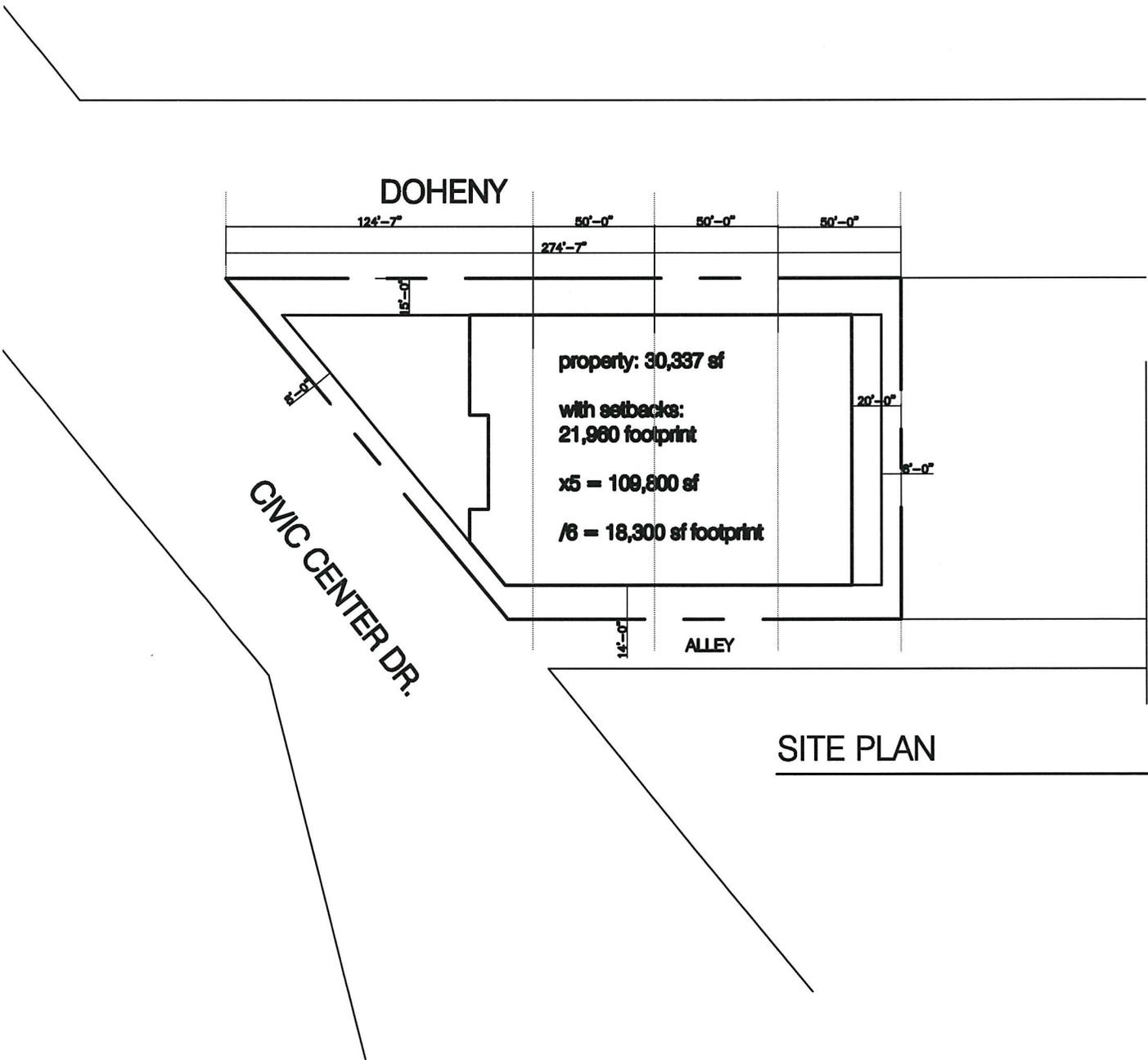
Across the Street from the Hotel is a vacant land dividing Santa Monica Blvd. and Civic Center Drive. We will propose to landscape this small lot as well as work with the city to develop an enchanting entrance to Beverly Hills. Possibly an art sculpture, sign or water feature.

The hotel pro forma indicates room revenue for first year in the amount of \$5,600,000 with city bed tax of 14% equals \$784,000. The next 5 years this totals to approximately \$4,000,000.

Employment: The hotel & restaurant would increase employees across the board about 90 new jobs – executive and non-executive.



ELEVATION



SITE PLAN

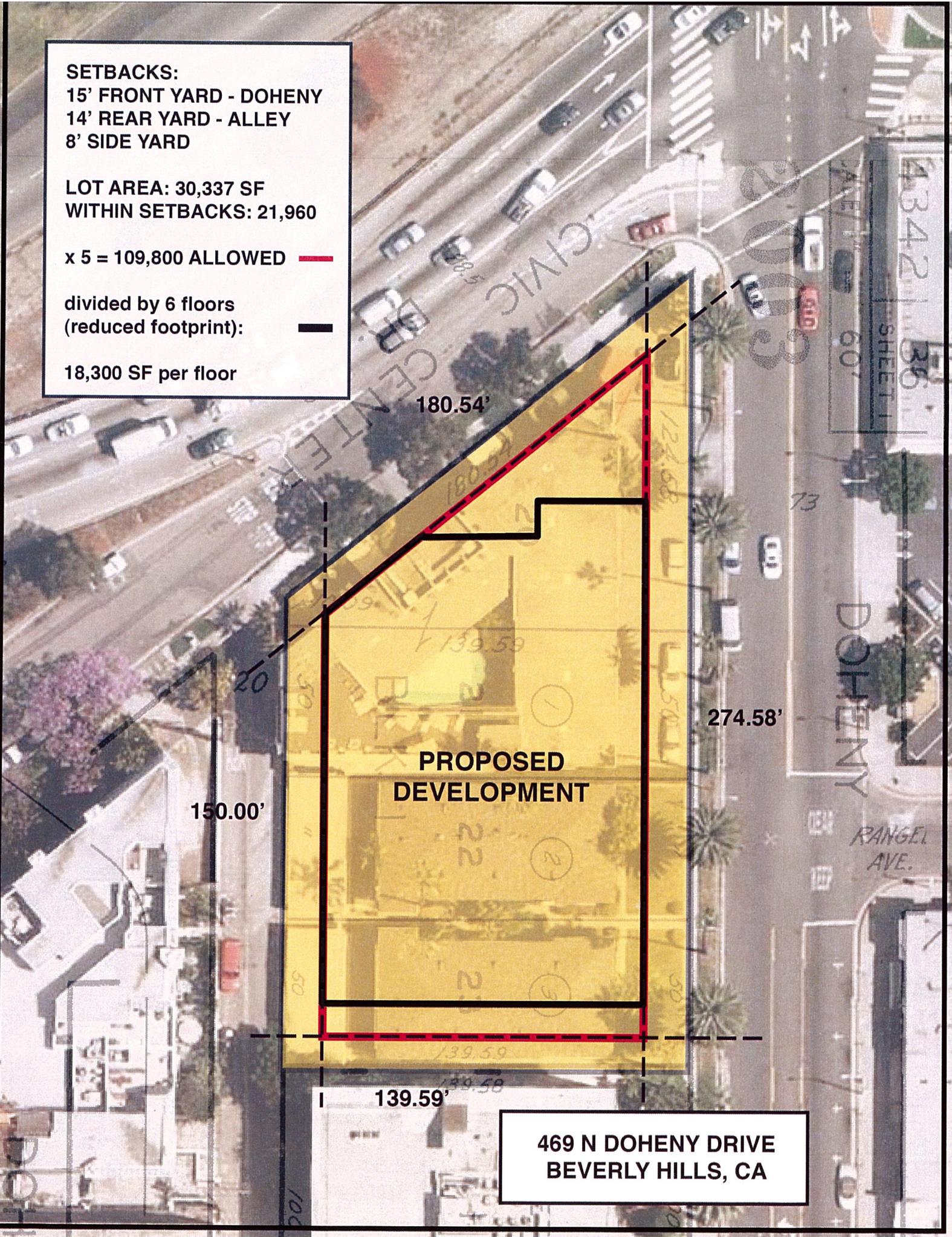
SETBACKS:
15' FRONT YARD - DOHENY
14' REAR YARD - ALLEY
8' SIDE YARD

LOT AREA: 30,337 SF
WITHIN SETBACKS: 21,960

x 5 = 109,800 ALLOWED —

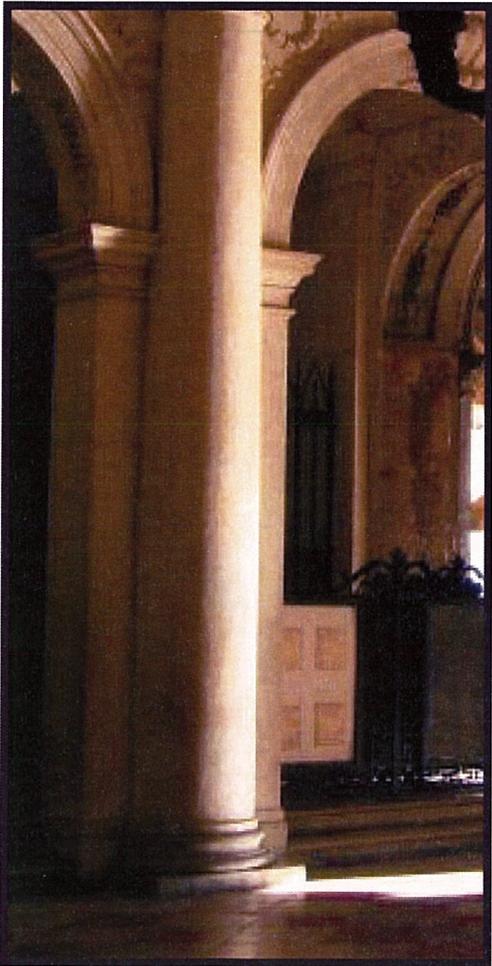
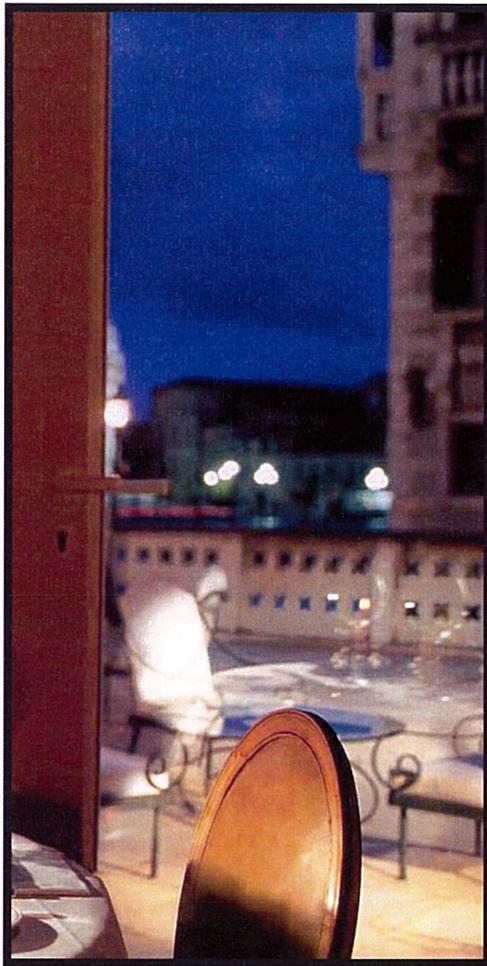
divided by 6 floors
(reduced footprint): —

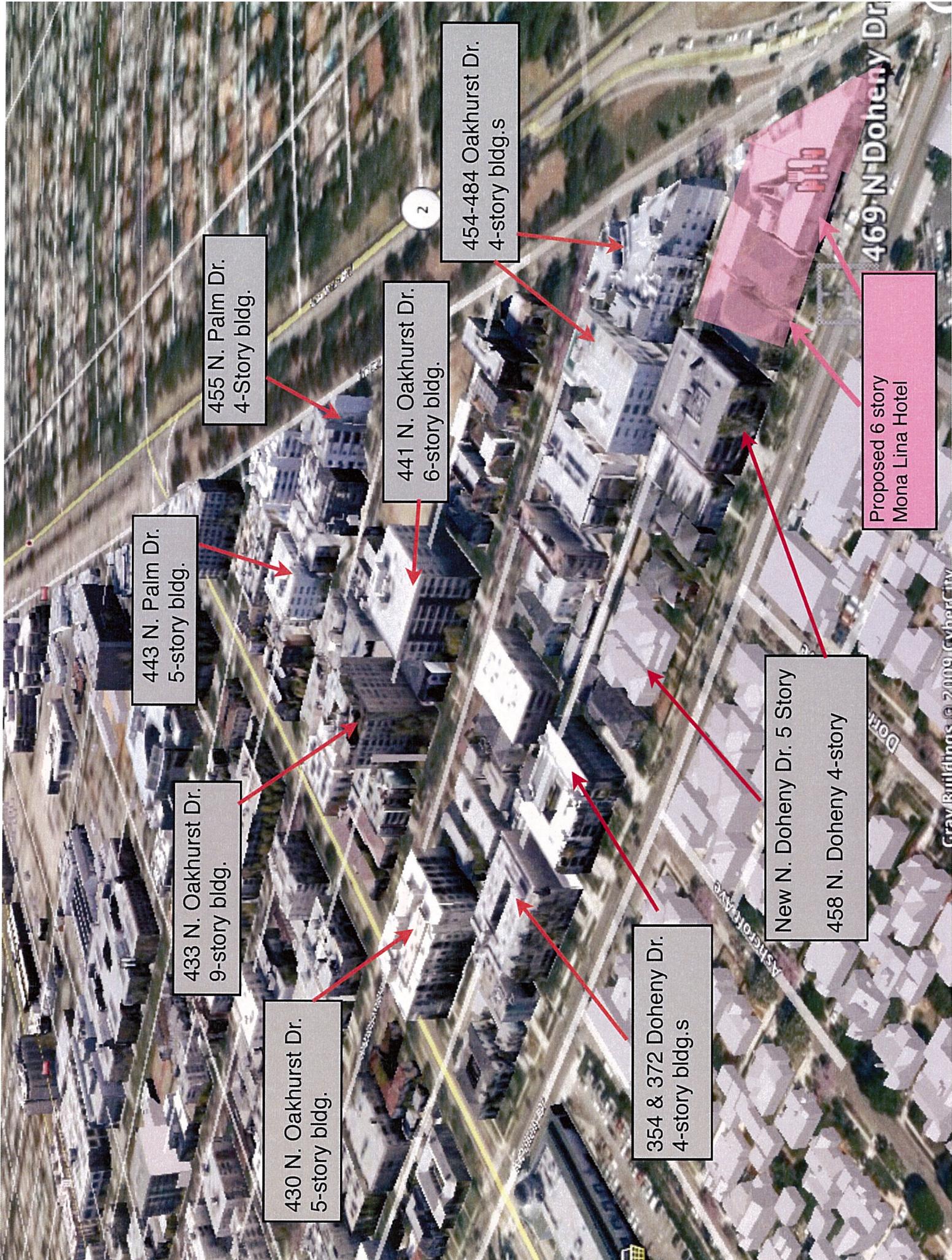
18,300 SF per floor



**PROPOSED
DEVELOPMENT**

**469 N DOHENY DRIVE
BEVERLY HILLS, CA**





443 N. Palm Dr.
5-story bldg.

433 N. Oakhurst Dr.
9-story bldg.

430 N. Oakhurst Dr.
5-story bldg.

455 N. Palm Dr.
4-Story bldg.

441 N. Oakhurst Dr.
6-story bldg.

454-484 Oakhurst Dr.
4-story bldg.s

354 & 372 Doheny Dr.
4-story bldg.s

New N. Doheny Dr. 5 Story
458 N. Doheny 4-story

Proposed 6 story
Mona Lina Hotel

2

469 N Doheny Dr

Gray Buildings © 2009 (Other City)



The Beverly Terrace Hotel and Trattoria Amici Restaurant
469 Beverly Drive, Beverly Hills, CA



Existing East elevation of subject property - "The Beverly Terrace Hotel & Restaurant"
Additionally, adjacent apartments that development seeks to add to project.



Beverly Terrace Hotel & Restaurant - the center median - Landscaped Beverly Hills street and parkway.



463 Doheny Dr, Beverly Hills, CA APN: 4342-036-002
Lot size: 6974 SF Building size: 5966 SF
Number of apartments: 6 - one bedrooms Year built: 1941
Zone: 5 story condominium/apartment at 23,000 SF

461 Doheny Dr, Beverly Hills, CA APN: 4342-036-003
Lot size: 6974 SF Building size: 5966 SF
Number of apartments: 6 - one bedrooms Year built: 1941
Zone: 5 story condominium/apartment at 23,000 SF of condos



ATTACHMENT 2
JULY 7 MEETING NOTES OF COUNCIL
SUBCOMMITTEE

**July 7, 2009
Meeting Notes**

THE PLANNING COMMISSION SUBCOMMITTEE OF THE BEVERLY HILLS CITY COUNCIL

Present:

Mayor Nancy Krasne
Vice-Mayor Jimmy Delshad

Staff: Rod Wood, City Manager
Mahdi Aluzri, Assistant City Manager
Susan Healy Keene, Director of Community Development
Jonathan Lait, City Planner
David Reyes, Principal Planner

Project Proponents: Jon and Dana Blanchard of the Vantage + Groups

At the July 7, 2009 meeting of the Planning Commission Subcommittee of the Beverly Hill City Council, a concept for a new hotel was presented. The location was proposed to be at the Hotel Beverly Terrace site at 469 N. Doheny Drive.

The project is still in conceptual phase, but as presented, consists of a 5-star, 5-story boutique hotel and residences with 70 rooms and 20 residences. The hotel would also contain a 60-seat restaurant and have code required parking in 3 levels of subterranean parking. The proposal also consisted of landscaping improvements and maintenance of the adjacent former railroad right-of-way parcel.

It was expressed by those in attendance that the concept of a 5-Star boutique hotel with world class architecture and without banquet facilities was desirable at this location. Those in attendance Three general topics were discussed at the meeting: process; project considerations; and timing.

PROCESS

It was recommended that the first step in the process would be to file a Concept Review Application with the Planning Division to allow City Staff to perform an interdepartmental review of the proposal. Based on the preliminary information presented at the meeting it was determined that the project would likely necessitate the preparation of an EIR and would require the following entitlements:

- General Plan Amendment;
- Zone Change/Overlay Zone;
- Planned Development Review Permit

Additionally, the project proponents asked that a Development Agreement be considered as part of the process.

IMPORTANT CONSIDERATIONS

While the City has not formally adopted procedures for community outreach, it was recommended that meetings with residents and stakeholders be conducted as early in the process as possible and that City Staff be afforded an opportunity to attend. The issue of ingress/egress and traffic circulation was identified as very important, given the project site and location in relation to Doheny and Santa Monica as well as alley and surrounding residential uses. The need for world-class architectural design and financial viability of the project, including proposed luxury condominiums was also discussed. The applicants were advised that other projects involving Zone Changes/General Plan Amendments that the City Council had approved often relied a public benefit of project in making required findings. Notwithstanding the general support for the concept, it was stressed that the public process was paramount to any approval in the City.

The Planning Commission Subcommittee of the City Council
Meeting Notes, July 7, 2009

TIMING

The project proponents were advised that the City was in the process of updating the City's General Plan and that process had been ongoing for several years, but was thought to be nearing completion in the coming year. With respect to timing for completion of the entitlements, staff indicated that the preparation of the EIR combined with the public hearings required for any final action on the requested entitlements would take between 9-12 months.