



Planning Commission Report

Meeting Date: June 27, 2013

Subject: **301 North Rodeo Drive**
Burberry

Request for a Development Plan Review to allow the construction of a new three-story commercial building with a rooftop VIP retail sales area and a request for forty (40) in-lieu parking spaces.*

PROJECT APPLICANT: Burberry

Recommendation: That the Planning Commission:

1. Conduct a public hearing and receive testimony on the project; and
2. Adopt the attached resolution conditionally approving the requested entitlements.

REPORT SUMMARY

The proposed project involves the demolition of an existing two-story commercial building and the construction of a new three-story commercial building with a rooftop VIP retail sales area located at 301 North Rodeo Drive. The proposed project would be occupied by luxury retailer Burberry. The proposed use requires forty (40) in-lieu parking spaces in order to operate. This report analyzes the project's building massing and compatibility with the existing streetscape, rooftop uses, traffic impacts, and the City's supply of public parking. Staff's analysis concludes that the project is consistent with commercial development along North Rodeo Drive and will not result in adverse impacts to the surrounding area.

Attachment(s):

- A. Zoning Compliance Table
- B. Historic Assessment
- C. Categorical Exemption (Class 32) Report
- D. Parking Demand Study
- E. Staff Recommended Findings and Conditions of Approval
- F. Draft Resolution
- G. Public Notice
- H. Architectural Plans

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* The public notice mailed for this project also identified a request for Determination of Ineligibility for Landmark Designation from the Planning Commission for the existing two-story commercial building on the project site. Pursuant to Beverly Hills Municipal Code §10-3-3204, the administrative guidelines for historic preservation require that the Director of Community Development serve as the reviewing authority for applications seeking a Determination of Ineligibility. Consequently, the application has been reviewed by the Director and, after thorough review of the Historic Assessment (Attachment B), the Director has determined the existing two-story commercial building to be ineligible for landmark designation. While the Planning Commission may wish to discuss the Director's determination, the Commission does not need to make a Determination of Ineligibility. Further explanation of the historic analysis can be found in the Analysis section of this report.

BACKGROUND

File Date	3/5/2013
Application Complete	5/14/2013
Subdivision Deadline	N/A
CEQA Deadline	60 days from CEQA Determination
Permit Streamlining	8/26/2013 without extension request from applicant

Applicant(s)	Burberry
Owner(s)	Walter D Sanborn, III
Representative(s)	Jack Neeson

Prior PC Action	None
Prior Council Action	None

PROPERTY AND NEIGHBORHOOD SETTING

Property Information

Address	301 North Rodeo Drive
Legal Description	BEVERLY LOT 13 BLK 8
Zoning District	C-3 Commercial Zone
General Plan	Low Density General
Existing Land Use(s)	Commercial Retail
Lot Dimensions & Area	148.6' x 50' = 7,430 sq. ft. (.17 acres)
Historic Resource	The existing two-story commercial building was originally designed by Allen George Siple, who is listed on the City of Beverly Hills' List of Master Architects.
Protected Trees/Grove	None

Adjacent Zoning and Land Uses

North	C-3 Commercial Zone/Commercial Retail
South	C-3 Commercial Zone/Commercial Retail
East	C-3 Commercial Zone/Commercial Retail
West	C-3 Commercial Zone/Commercial Retail

Circulation and Parking

Adjacent Street(s)	North Rodeo Drive and Dayton Way
Adjacent Alleys	One-way, northbound alley located to the west of the project site
Parkways & Sidewalks	12' parkway along North Rodeo Drive, 10' parkway along Dayton Way
Parking Restrictions	No parking directly in front of the site on North Rodeo Drive, taxi loading zone along the south side of the site on Dayton Way.
Nearest Intersection	North Rodeo Drive and Dayton Way
Circulation Element	Local Streets
Estimated Daily Trips	Rodeo Drive carries approximately 9,975 daily trips. Dayton Way carries approximately 5,200 daily trips.

Neighborhood Character

The subject property is located within the Business Triangle, along the 300 block of North Rodeo Drive at the northeast corner of North Rodeo Drive and Dayton Way. Development in the vicinity of the project site typically consists of luxury retail and office uses within buildings that are predominantly two to four stories in height. The area is pedestrian-oriented and is lined with ground-floor retail establishments.



PROJECT DESCRIPTION

The proposed project consists of the demolition of an existing two-story commercial building and the construction of a new three-story commercial building with a rooftop VIP sales area. The building would be approximately 45'-0" in height measured to the top of the third floor and approximately 60'-0" in height measured to the top of the rooftop VIP sales area. The total floor area of the building would be 14,815 square feet. Of the 14,815 total square feet, the rooftop VIP sales area would occupy 1,490 square feet. This area would be utilized for services such as private showings and private fittings. A rooftop terrace is also proposed adjacent to the rooftop VIP sales area. The proposed building would be occupied by luxury retailer, Burberry, which is currently located within the City at 9500 Wilshire Boulevard.

The proposed project triggers the need for a total of forty-three (43) parking spaces; however, only three parking spaces are proposed on the project site. The three spaces, one of which is a required accessible parking space (ADA space), would be located at the rear of the project site and will be accessed from the alley along the west side of the site. The additional forty (40) required spaces are proposed to be provided through the City's in-lieu parking program¹. One loading space has been

¹ The current rate for in-lieu parking spaces on Rodeo Drive is \$47,007.40 per space, which is a total of \$1,880,296 for the proposed project.

provided at the rear of the project site and is proposed to be accessed from the alley along the west side of the site. The loading space complies with the Municipal Code requirements for loading.

Requested Permits

The entitlements requested as part of the proposed project are as follows:

Development Plan Review: Pursuant to Beverly Hills Municipal Code (BHMC) §10-3-3100² a Development Plan Review is required for all uses involving new construction that require the issuance of a building permit. BHMC §10-3-3107(B)³ further states that a Development Plan Review is required to establish rooftop uses. Since the proposed project includes the construction of a new commercial building and a rooftop VIP sales area a Development Plan Review is required.

In-Lieu Parking: The proposed project requires a total of forty three new parking spaces. As proposed only three (3) of the required spaces will be provided on the site. Consequently the applicant is requesting to participate in the City's in-lieu parking program. Pursuant to BHMC §10-3-3303 general retail sales uses are eligible to request participation in the City's in-lieu parking program. The applicant is requesting approval of forty (40) in-lieu parking spaces.

ZONING CODE⁴ COMPLIANCE

A detailed review of the proposed project to applicable zoning standards is provided in [Attachment A](#). The proposed project complies with all applicable codes, or is seeking through the requested permits, permission to deviate from certain code standards, in a manner that is consistent with the Zoning Ordinance.

Agency Review

In reviewing the proposed project, City staff consulted with the Development Services Program, which includes the Building & Safety Division, the Fire Department, and Public Works Department, to identify potential issues that should be addressed prior to Planning Commission review. At the time of review, no issues were identified that would result in the need for significant project modifications.

² Pursuant to BHMC §10-3-3100, a Development Plan Review is required for new commercial buildings exceed 2,500 square feet in floor area.

³ Pursuant to BHMC §10-3-3107(B), the Planning Commission may approve a Development Plan Review to permit development within the Business Triangle to exceed height provided that the rooftop use is not an office, storage, or restaurant use and the required findings and development standards can be met. The required findings are outlined in Attachment E of this report and the development standards are as follows: 1) The floor area ratio of the building shall not exceed two to one (2:1); 2) the combined area of the rooftop use and the area designated for mechanical equipment does not exceed 50% of the total area of the story immediately below; and, 3) the rooftop structure shall comply with a forty five degree (45°) height envelope measured from the face of any exterior wall of the floor immediately below. (Pursuant to BHMC 10-3-100, rooftop stair enclosures are exempt from the 45° height envelope.)

⁴ Available online at http://www.sterlingcodifiers.com/codebook/index.php?book_id=466

GENERAL PLAN⁵ POLICIES

The General Plan includes several goals and policies relevant to the Planning Commission's review of the project including:

- **Policy LU 2.1 City Places: Neighborhoods, Districts, and Corridors.** Maintain and enhance the character, distribution, built form, scale, and aesthetic qualities of the City's distinctive residential neighborhoods, business districts, corridors, and open spaces.
- **Policy LU 2.4 Architectural and Site Design.** Require that new construction and renovation of existing buildings and properties exhibit a high level of excellence in site planning, architectural design, building materials, use of sustainable design and construction practices, landscaping, and amenities that contribute to the City's distinctive image and complement existing development.
- **Policy LU 11.1 Preservation of Pedestrian-Oriented Retail Shopping Areas.** Preserve, protect, and enhance the character of the pedestrian-oriented retail shopping areas, which are typified by a variety of retail shops with displays to attract and hold the interest of pedestrian shoppers, to ensure the continuity of the pedestrian experience.
- **Policy LU 15.1 Economic Vitality and Business Revenue.** Sustain a vigorous economy by supporting businesses that contribute revenue, quality services, and high-paying jobs.
- **Policy ES 1.4 Retain Existing Industries.** Consistent with future economic sustainability plans, encourage existing industries such as luxury retail, tourism, hoteling, finance, entertainment and media businesses and services to remain and expand within the City.

ENVIRONMENTAL ASSESSMENT

The subject project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines⁶, and the environmental regulations of the City. The project qualifies for a Categorical Exemption pursuant to Section 15332 (Class 32) of the Guidelines. Specifically, a Class 32 exemption allows for in-fill development provided that the required conditions can be met⁷. A Class 32 Exemption Report has been provided for the Commission's review in Attachment C.

⁵ Available online at http://www.beverlyhills.org/services/planning_division/general_plan/genplan.asp

⁶ The CEQA Guidelines and Statute are available online at <http://ceres.ca.gov/ceqa/guidelines>

⁷ A Class 32 Exemption may only be issued provided the project meets the following conditions: 1) the project is consistent with the general plan designation and all applicable general plan policies; 2) The proposed development occurs within City limits and the project site is no larger than 5 acres; 3) The project site has no value as habitat for endangered, rare, or threatened species; 4) Approval of the project will not result in any significant effects relating to traffic, noise, air quality, or water quality; and 5) The site can be adequately served by all required utilities and public services.

PUBLIC OUTREACH AND NOTIFICATION

Type of Notice	Required Period	Required Notice Date	Actual Notice Date	Actual Period
Posted Notice	N/A	N/A	6/21/2013	6 days
Newspaper Notice	N/A	N/A	N/A	N/A
Mailed Notice (Residential Owners- 500' Radius & Owners - 300' Radius)	10 Days	6/17/13	6/17/13	10 Days
Property Posting	N/A	N/A	N/A	N/A
Website	N/A	N/A	6/21/13	6 Days

Public Comment

As of the writing of this report the City has not received any comments regarding this project.

ANALYSIS⁸

Project approval, conditional approval, or denial is based upon specific findings for each discretionary application requested by the applicant. Draft findings are included with this report in Attachment B and may be used to guide the Planning Commission’s deliberation of the subject project. Key issues related to the requested entitlements are discussed as follows:

Historic Analysis. The existing building was constructed in 1941 and was originally designed by Allen George Siple, who is listed on the City’s Master Architect list. Pursuant to BHMC §10-3-3212, properties more than 45 years of age may be considered for landmark designation so long as they meet the required criteria⁹. In order to evaluate whether the project meets the required criteria, the applicant hired a consultant to conduct a historic assessment of the property (see Attachment B). The assessment, conducted by Historic Architect George Taylor Loudon AIA, found that the original building has been substantially altered since its construction in 1941. City records support this finding as permit records indicate major renovations in the late 1970s, mid-to-late 1980s and mid-1990s. Due to the extent of these renovations, Mr. Louden’s report concludes that the property’s original design and detail have been removed and the existing property does not possess any original character or integrity. The historic assessment provided by Mr. Louden has been peer reviewed by the City’s Urban Designer who is in agreement with the findings of the assessment. Since the original character and integrity are no longer intact,

⁸ The analysis provided in this section is based on draft findings prepared by the report author prior to the public hearing. The Planning Commission in its review of the administrative record and based on public testimony may reach a different conclusion from that presented in this report and may choose to modify the findings. A change to the findings may result in a final action that is different from the staff recommended action in this report.

⁹ BHMC §10-3-3212 Landmark Criteria. In order to be considered for landmark designation, a property must meet two of the follow criteria (A, B, C): A) The property must meet two (2) of the following: 1) it must identify with important events in the main currents of nation, state, or local history or manifests specific contributions to social, political, cultural, economic, recreational, or architectural history of the nation, state, city, or community; 2) Is directly associated with the lives of significant persons; 3) Embodies the distinctive characteristics of the a style, type, period, or method of construction; 4) Represents a notable work of a person on the City’s list of Master Architects; 5) Has yielded or has the potential to yield, information important in the prehistory or history of the nation, state, city, or community; 6) Is listed or has been formally determined eligible by the National Park Service for listing. B) The property must retain integrity from its period of significance. C) The property has historic value.

the findings cannot be made to support landmark designation. Consequently, the Director of Community Development has determined the property ineligible for landmark designation.



Urban Design Review. The proposed project was previewed by the Architectural Commission at its meeting on April 17, 2013. At that meeting, the overall design of the project was well received, however the Commission did have the following comments:

- The Commission requested that the applicant redesign the blank south wall along the rear

parking lot (seen in the south elevation rendering provided in this report) and suggested providing landscaping adjacent to the sidewalk in this area.

- The Commission recommended exploring design options for the blank north building façade, which will extend above the neighboring two-story (Dior) structure.

The applicant is working to address the Architectural Commission's comments and, if approved by the Planning Commission, the project will be required to return to the Architectural Commission for review (see recommended conditions of approval in Attachment E).

In addition to the review by the Architectural Commission, the City's Urban Designer has reviewed the proposed project and has identified some design concerns. The Urban Designer's comments are as follows:

- As presented, the enclosed stairway attached to the rooftop structure appears somewhat bulky and out of scale as seen from North Rodeo Drive. The applicant should consider setting the rooftop stairway enclosure further back from the Rodeo Drive building facade.
- The building entry located on the southeast corner of the building on the ground floor should be further refined. A two story entry element should be considered and may better identify this corner.
- Explore redesigning the rooftop structure to integrate better with the lower three levels of the building.
- The rooftop structure is not designed to be internally compatible and appears to be two separate 'blocks'. Explore redesigning the rooftop structure to improve compatibility.

Staff recommends the Planning Commission discuss a condition that would require the applicant to address the Urban Designer's comments when this project is reviewed by the Architectural Commission (see Condition 1 in Attachment E).

Building Mass/Scale and Streetscape. The proposed project is located on the northwest corner of Dayton Way and North Rodeo Drive within the City's Business Triangle. Development along North Rodeo Drive and Dayton Way consists of commercial retail and office buildings ranging from two (2) to four (4) stories. Development directly surrounding the project site includes a two-story building directly to the north (Dior, 28'-0"), a three-story building to the south across Dayton Way (Louis Vuitton, 42'-0"), a three-story building directly to the east across Rodeo Drive (Van Cleef & Arpels, 40'-0"), and two commercial buildings ranging from two to three stories located to the southeast of the project site across Rodeo Drive (Two Rodeo Drive with multiple tenants, 49'-0" maximum [66'-0" to top of dome])¹⁰.

As proposed, the project would extend up to three (3) stories (45'-0") in height and would contain a rooftop VIP sales area. The proposed rooftop VIP sales area would extend 15'-0" above the adjacent roof deck, thus resulting in a maximum building height of 60'-0". Although the rooftop area will add additional height to the structure, it has been designed to be set back from the building's primary elevations along Rodeo Drive and Dayton Way, and, as conditioned, will be set back further from Rodeo Drive. Consequently, the rooftop area will be minimally visible from Rodeo Drive and Dayton Way, which will help reduce the mass and scale as viewed from the street. In addition, the third floor of the building has been set back approximately 1'-

¹⁰ The adjacent building heights provided do not include rooftop penthouse structures or architectural features.

0" from the floor below along the west, south, and east building elevations. This setback will also reduce the mass and scale as viewed from the street. Although portions of the building will be taller than its immediate surroundings, the building generally appears to be consistent with the mass and scale of other buildings in the area and, as conditioned, the building massing will be further reduced along the Rodeo Drive elevation. Therefore, it is anticipated that the project will appropriately fit into the existing streetscape.



Rooftop Use. As proposed, the project includes a rooftop VIP sales area. This area is proposed to be utilized for VIP services such as private showings and private fittings. A rooftop terrace is also proposed adjacent to the sales area and would wrap around the southern and western sides of the roof. The rooftop terrace would also be utilized in conjunction with the VIP services.

Since the project is centrally located within the Business Triangle and is surrounded by commercial uses. Consequently, it is not anticipated that the proposed rooftop use and terrace would result in privacy or noise impacts for residential properties or hotel properties¹¹. In addition, the proposed rooftop area is consistent with other businesses along North Rodeo Drive that have existing terraces. These businesses include:

Business	Address	No. of Building Stories	Location of terrace(s)
Louis Vuitton	295 N. Rodeo Dr.	3 stories	3 rd floor
Bebe	308 N. Rodeo Dr.	2 stories	Rooftop
Harry Winston	310 N. Rodeo Dr.	2 stories	Rooftop
Gucci	347 N. Rodeo Dr.	2 stories	Rooftop
Luxe Hotel	360 N. Rodeo Dr.	4 stories	Rooftop
Chanel	400 N. Rodeo Dr.	3 stories	Rooftop
LLadro	408 N. Rodeo Dr.	3 stories	3 rd floor
Hermes	428 N. Rodeo Dr.	4 stories	Rooftop

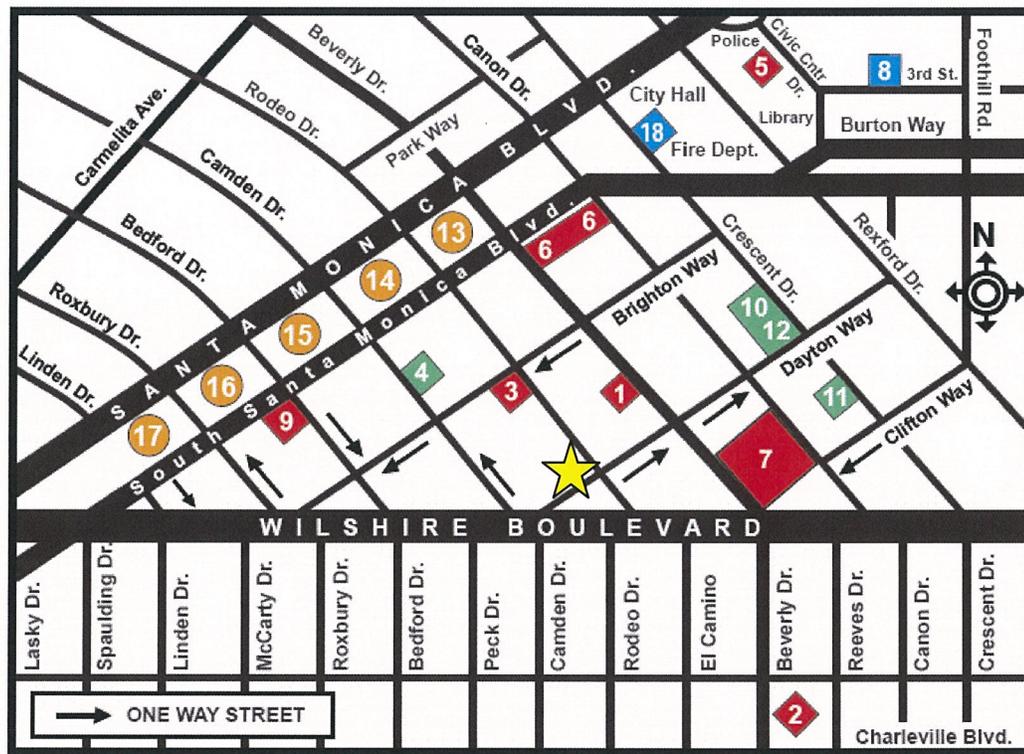
Some of the existing terraces contain landscaping and encourage activation of the outdoor areas. This additional activity and landscaping improves the urban environment along North Rodeo Drive and helps to create aesthetically pleasing space(s).

Traffic. The proposed project involves the construction of a new three-story commercial building that will be occupied by a retail use (Burberry). The project will replace an existing two-story building that is currently also used for retail. Since the existing and proposed uses are the same (retail, the projected traffic increase has been calculated based on the increase in gross floor area resulting from the new structure. It has been determined that the increase in floor area would result in approximately 514 new trips per day, which has been determined to be negligible based on the Los Angeles County Metropolitan Transportation Authority's Congestion Management Program (see Attachment C, Section 4.A). Although the daily trips are anticipated to increase, as proposed the parking would be provided in the City's parking facilities. Consequently, the new trips to the site would be distributed over a boarder area than they would be if the primary parking were provided onsite. Furthermore, the project is centrally located in the walkable Business Triangle, where customers tend to visit multiple stores per trip. Given the project's proposed parking configuration and the project's central location within the Business Triangle, it is reasonable to assume that many trips to the proposed retail store would be extensions of existing trips to the area, rather than additional vehicles trip. Due to the negligible increase in traffic volumes and the project's central location within the Business Triangle, the project is not anticipated to result in a significant traffic impact.

In-Lieu Parking. The project includes a request to participate in the City's In-Lieu Parking Program (40 parking spaces). In order to assess the availability of parking spaces within the City's parking facilities, a parking study was prepared by the applicant's traffic engineer, Fehr & Peers (see Attachment D). The study analyzed three parking garages within walking distance (1/4 mile) of the project site at 345 North Beverly Drive, 9510 Brighton Way, and 241 North Canon Drive-242 North Beverly Drive. The survey was conducted on a Saturday and Thursday in

¹¹ The nearest residential properties to the project site are located within the Montage (225 North Canon Drive) and the nearest hotel properties are the Beverly Wilshire Hotel (9500 Wilshire Boulevard) and the Luxe Hotel (360 North Rodeo Drive).

order to obtain an accurate assessment of a typical weekday and weekend day. The parking supply counts for each structure were gathered at the beginning of every hour between the hours of 10:00 AM to 6:00 PM each day, as these are the peak hours of parking demand within the Business Triangle. (Below is a map of the City's parking structures. A key has been provided to help identify the location of the parking structures that have been studied. The star indicates the project site location.)



Self Park Structures	
1	345 N. Beverly Drive
2	216 S. Beverly Drive
3	9510 Brighton Way
5	450 N. Rexford Drive
6	438 N. Beverly Dr. - 439 N. Canon Dr.
	321 S. La Cienega Blvd. (not shown on map)
7	241 N. Canon Dr. - 242 N. Beverly Dr. Public Gardens at Montage
9	461 N. Bedford Drive

The structure at 345 North Beverly Drive was included in the analysis and shows availability of spaces, however, after discussions with the City's Director of Parking Operations, it has been determined that this structure should not be taken into consideration, as City records indicate that it regularly reaches capacity throughout the day. The two other structures surveyed (9510 Brighton Way and 241 North Canon Drive-242 North Beverly Drive) appear to be able to provide adequate available parking during peak hours. The structure at 9510 Brighton Way contains approximately 250 total spaces and the structure located at 241 North Canon Drive-242 North Beverly Drive contains approximately 613 parking spaces. During the structures' peak weekday

demand at 1:00 PM, approximately 169 spaces are available. During the structures' peak weekend day demand at 2:00 PM, approximately 445 spaces are available. Since the City's existing parking supply would adequately provide the forty (40) parking spaces required for the proposed project, it is recommended that the Planning Commission approve the request for forty (40) in-lieu parking spaces. Furthermore, given the project's central location, it is reasonable to assume that many of the trips to the proposed retail store would be extensions of existing trips to the Business Triangle, rather than additional vehicle trips. Therefore, while the required forty (40) in-lieu parking spaces can be accommodated through the existing City supply, it is unlikely that all of these spaces will be needed solely for the proposed retail use.

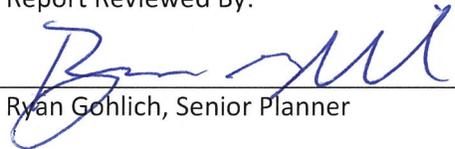
NEXT STEPS

It is recommended that the Planning Commission conduct the public hearing and adopt the attached resolution conditionally approving the Development Plan Review, the In-Lieu parking request, and the Historic Ineligibility Determination.

Alternatively, the Planning Commission may consider the following actions:

1. Approve the project with modified findings or conditions of approval.
2. Deny the project, or portions of the project, based on revised findings.
3. Direct staff or applicant as appropriate and continue the hearing to a date (un)certain, consistent with permit processing timelines, and at applicant's request or consent.

Report Reviewed By:



Ryan Gohlich, Senior Planner

ATTACHMENT A
Zoning Compliance Table

REGULATIONS	PERMITTED / ALLOWED	PROPOSED PROJECT	NOTES
Height	3 stories/45'-0"	3 stories/45'-0"	When measured to the top of the proposed rooftop use, the maximum height is 60'-0"
Rooftop Area	Not permitted without approval of Development Plan Review	15'-0" height, 1,490 SF of floor area + terrace	Rooftop uses require approval of a Development Plan Review
Floor Area	14,860 SF (2 SF/1 SF of site area)	14,815 SF (includes 1,490 SF of rooftop floor area)	New commercial building exceeding 2,500 SF requires approval of a Development Plan Review
South (street side) Setback	0'-0"	0'-0"	
North (side) Setback	0'-0"	0'-0"	
West (Rodeo Drive) Setback	0'-0"	0'-0"	
East (alley) Setback	0'-0"	41'-0"	
Parking Space(s)	43 spaces required	3 provided onsite, 40 in-lieu spaces requested	Requires approval of In-Lieu parking
Loading Space(s)	1 truck space (L30' x W12', 10' overhead clearance)	1 truck space (L35' x W12', 10' overhead clearance)	

ATTACHMENT B
Historic Assessment

Begins on following page.

HISTORICAL ASSESSMENT / MEMORANDUM FOR THE RECORD

Project: 301 North Rodeo Drive, Beverly Hills, Ca 90210

Document issue 09 May 2013

Subject:

Evaluation of Potential Historically Eligible Structure /Memorandum for the Record

Evaluations of character-defining features and statement of recommendations for significance

Summary:

Historical Architectural Assessment of the existing commercial structure.

Upon review of the original structure permitted in February 1941, it is understood that the existing architectural features and characteristics of this structure does NOT warrant consideration of eligibility as a historical resource under National Register of Historic Places criteria, at the State level, and at the Local level. This conclusion is based on the substantial later alteration campaigns that were permitted in 1977-1978, 1984-1985, 1988-1989, 1994-1995, and 1998. This also considers previous historical assessments where the building was evaluated by architectural historians on behalf of the City of Beverly Hills in a 1985 through October 1986 historic resource survey, again by a different team of historians in June 2004, and again by another different team of historians in 2006-2007. None recommended the structure be considered for historical designation. Modifications to the original design by Allen George Siple, who is listed on the City of Beverly Hills' List of Master Architects, have been so extensive that there is literally no trace of original design and detail remaining that can be credibly identified as possessing any original character or integrity. There are no apparent remaining original windows, doors, wall surfaces, floors and ceilings, and as a result, no remaining integrity of materials or association with the original architect. "Reversibility" of the previous alterations of this heavily modified design would technically be conforming with the Secretary of the Interior's Standards, but only if following a reconstruction definition. This is not recommended.

Please refer to Section 1 of this Historical Memorandum for the Record for further details including criteria used in evaluating significance.

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1> REGULATORY DATA: Summary of applicable sections of the Federal Secretary of the Interior's Standards for Rehabilitation, California Environmental Quality Act (CEQA), Public Resource Code, and City of Beverly Hills Municipal Code;

2> PRIOR DOCUMENTATIONS: Summary of previous Historical Assessments and coordinated recommendations for defined Period of Significance;

3> HISTORICAL DEVELOPMENT: Chronological summary of development on site, from the original construction to documented later additions and modifications;

4> EXISTING CONDITIONS/ARCHITECTURAL SUMMARY: Existing Architectural summary and site conditions summary;

5> ASSESSMENT OF SIGNIFICANCE: Summary of ability to convey significance, referencing CEQA criteria and previous Historical Assessments;

6> CHARACTER-DEFINING FEATURES: Recommendations of character-defining elements of design, materiality, and cultural resources present;

7> CONCLUSIONS & RECOMMENDED APPROACHES: Concluding recommendations for historical significance of structures.

8> Appendices

- A1 Existing conditions GTL | HA photographs
- A2 Research Sources
- A3 Author's qualifications.

Client:

Mr. Todd Stecker
Burberry Limited
444 Madison Avenue
New York, NY 10022

Following is an analysis of potential significance, developed from observed character-defining architectural and historical cultural resource features. A summary history and observations from research at the site include a summary listing of previous historical assessments.

Historical Architectural Services: Historical Memorandum for the Record /
Existing Commercial Structure, 301 North Rodeo Drive
Evaluations of character-defining features and significance; recommendations

Document issue 09 May 2013 / Page 3/52



GTL | HA, May 2013 research; original owner's document files
Overview view of exterior; undated but presumed to be representative of the building shortly after completion.



GTL | HA, May 2013 site recordation photograph;
Overview view of existing exterior and site context from southeast

1 REGULATORY DATA

Summary of Applicable Sections of the Federal Secretary of the Interiors' Standards for Rehabilitation, California Environmental Quality Act, Public Resources Code, and Ordinance 12-0-2617, Article 32 Title 10 Chapter 3, "Historic Preservation," of the City of Beverly Hills Municipal Code. Considerations for evaluation of historical resources

Relevant National, State, and Local criteria for evaluations are included for consistency in review. A summary recommendation is made for applicability of the eligibility for the structure as a designated landmark in consideration of the established criteria.

▪ 1.1 National Register of Historic Places (NRHP) Criteria for Evaluation

The following criteria are designed to guide the states, federal agencies, and the Secretary of the Interior in evaluating potential entries for the National Register.

The quality of significance in American history, architecture, archaeology, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

- A. that are associated with events that have made significant contribution to the broad patterns of our history; or
- B. that are associated with the lives of persons significant in our past; or
- C. that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. that have yielded, or may be likely to yield, information important in prehistory or history.

APPLYING THE CRITERIA

The two principal issues to consider in determining eligibility for the National Register are "significance" and "integrity."

A property may have "significance" for association with important events or patterns of history (criterion A); for association with an important historical figure (criterion B); as an important example of period architecture, landscape, or engineering (criterion C); or for the information it is likely to yield (criterion D, applied to archaeological sites and districts, and sometimes applied to certain types of structures). A National Register nomination must demonstrate how a property is significant in at least one of these four areas. For properties nominated under criterion A, frequently cited areas of significance are agriculture, community planning and development, social history, commerce, industry, politics and government, education, recreation and culture, and others. For technical reasons, criterion B (significant person) nominations are rare. Criterion C (architecture) is cited for most, but not all, nominations of historic buildings. Archaeological sites are always nominated under criterion D, but may also have significance under one or more of the other three criteria.

Properties are nominated at either a local, state, or national level of significance depending on the geographical range of the importance of a property and its associations. The level of significance must be justified in the nomination. The majority of properties (about 70%) are listed at the local level of significance. The level of significance has no effect on the protections or benefits of listing.

Besides meeting one or more of the above criteria, a property must also have "integrity" of "location, design, setting, materials, workmanship, feeling, and association." This means that the property must retain enough of its historic physical character (or in the case of archaeological sites, intact archaeological features) to represent its historic period and associations adequately.

All properties change over time, and in some cases past alterations can take on historical significance in their own right. The degree to which more recent, incompatible, or non-historic alterations are acceptable depends on the type of property, its rarity, and its period and area of significance. Buildings with certain types of alterations are usually turned down by the National Register Advisory Committee. For example, 19th and early 20th century wood frame buildings that have been brick veneered in the mid-20th century are routinely turned down for loss of historic integrity.

▪ **1.2** California Register of Historical Resources (CRHR) Criteria

To be considered eligible for listing on the CRHR, a cultural resource must satisfy at least one of the four significance criteria as defined by Public Resources Code 5024.1. The resource must:

1. Be associated with events that have made a significant contribution to the broad patterns of California's history;
-

2. Be associated with the lives of persons important in our past;
3. Embody the distinctive characteristics of a type, period, region, or method of construction, or represent the work of an important creative individual; or
4. Yield, or may be likely to yield, information important in prehistory or history.

Beyond the application of the above CRHR criteria, a resource must retain sufficient integrity of the characteristics that makes it significant and potentially eligible for listing. Integrity is regarded in terms of the retention of original design, materials, workmanship, setting, location, feeling, and association. In short, integrity refers to the general character and feeling of the building, and the degree to which it currently resembles its condition and setting during its period of significance.

- **1.3** Summary of applicable sections of the California Environmental Quality Act (CEQA) and the Public Resource Code

Design and regulatory agency considerations:

1.3.1 Excerpts from the California Environmental Quality Act:

Title 14; Chapter 3; Article 5; Section 15064.5

"This section establishes rules for the analysis of historical resources, including archaeological resources, in order to determine whether a project may have a substantial adverse effect on the significance of the resource."

CEQA Guidelines Section 15064.5 states that resources listed in the California Register of Historical Resources or in a local register of historical resources are considered "historical resources."

Additionally, CEQA Guidelines Section 15064.5(a)(3) states that:

"(g)enerally, a resource shall be considered by the lead agency to be 'historically significant' if the resource meets the criteria for listing in the California Register of Historical Resources including the following:

- *(A) Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage;*
- *(B) Is associated with the lives of persons important in our past;*

- *(C) Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values;*
- *(D) Has yielded or may be likely to yield information important in prehistory or history."*

A project that may cause a substantial adverse change in the significance of an historical resource is a project that may pose a significant effect on the environment. For purposes of this section, an historical resource is a resource listed in, or determined to be eligible for listing in, the California Register of Historical Resources. Historical resources included in a local register of historical resources, as defined in subdivision (k) of Section 5020.1 (Public Resources Code), or deemed significant pursuant to criteria set forth in subdivision (g) of Section 5024.1 are presumed to be historically or culturally significant for this section, unless the preponderance of the evidence demonstrates that the resource is not historically or culturally significant. The fact that a resource is not listed in, or determined to be eligible for listing in, the California Register of Historical Resources, not included in a local register of historical resources, or not deemed significant pursuant to criteria set forth in subdivision (g) of Section 5024.1 shall not preclude a lead agency from determining whether the resource may be an historical resource for purposes of this section.

1.3.2 Excerpts from the California Environmental Quality Act:

CEQA Section 21084.1 of the Public Resource Code requires potential effects on archaeological resources be considered as part of a project's environmental analysis when evaluating defined or eligible historical resources.

1.3.3 Applications of criteria for defining significance per the California Environmental Quality Act:

Analyses, research of prior historical assessments and site observations have been made as part of developing this Historical Memorandum for the Record.

In consideration of the existing structure and later additions to the structure and to the site as reviewed for this Memo, it should be clear that the architectural features and characteristics of 301 North Rodeo Drive *do not* warrant consideration of eligibility as a historical resource under National Register Criterion (A), (B), and (C) at the Statewide level of significance. The commercial structure and immediate site context was not evaluated for significance because it was not sufficiently:

- *(A) Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage;*
- *(B) Is associated with the lives of persons important in our past.*

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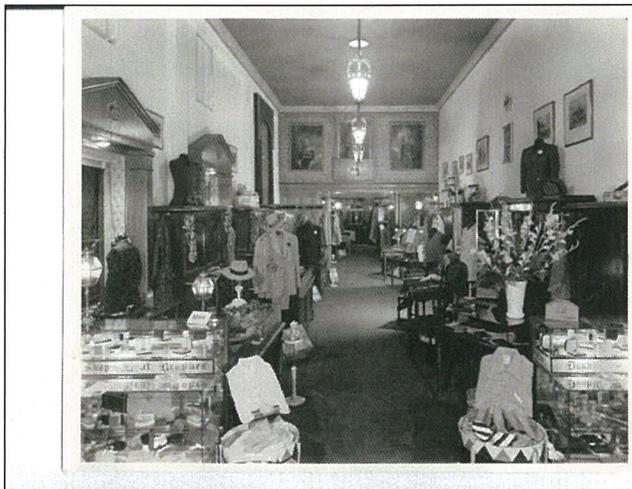
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- (C) Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values;

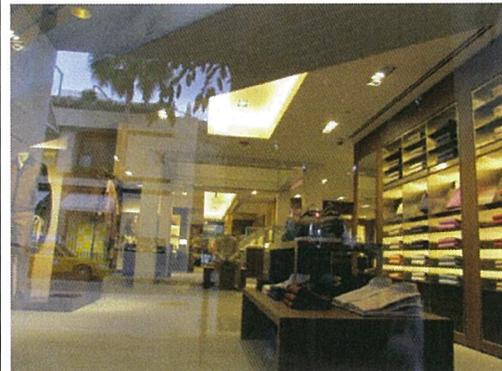
Due to prior development at the site and context, it was considered unlikely to present significant archeological information.

Therefore the structure and immediate site context was not evaluated for significance because it:

- (D) Has yielded or may be likely to yield information important in prehistory or history.



GTL | HA, May 2013 research; original owner's document files. Overview view of interior; undated but presumed to be representative of the building shortly after completion.



Existing conditions, GTL | HA photograph from exterior vestibule May 2013

1.3.4 Conclusion of Criterion (C) non-contributor assessments:

From the research and documentation that will be presented in this Historical Assessment / Memorandum for the Record, modifications and additions to the original commercial structure after the closure date of a defined period of significance are recommended as insufficient to warrant consideration of eligibility on their own merit as a historical resource under Criterion (C). Clearly, the “preponderance of the evidence” demonstrates that the resource is not historically or culturally significant. This Historical Assessment/ Memorandum for the Record concludes that later alterations and additions have dramatically and irreversibly changed the original Siple design, and are non-contributors to the original structure’s character.

These modifications as documented in the existing conditions summary of Section 4 in this Memo renders very arguable any potential designation of the structure as a local historical resource. The

eligibility for statewide landmark listing or a listing as a contributing structure to any potential local historic district is lost. In effect, the later modifications could not be removed if desired. The changes to the original construction dating from the 1941-1942 period, primarily from permitted construction projects from 1977 to 1978, from 1984 to 1985, and generally the existing conditions that date from the 1994 to 1995 Zegna construction, are considered in this Memo to not possess historical significance.

- *(C) Embod(ied) the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.*

After an exterior review of the buildings and site, it is not considered to meet this Criterion. Modifications made after the 1970's, and particularly the Zegna alterations from 1994 to 1995 do have a distinctive construction character or method, but not in any association with the original design by Allen George Siple. The existing commercial structure does not possess high artistic values, when considered relative to the original Siple design. A lack of an architect responsible for the many later modifications who is listed on the City's list of Master Architects, leaves moot any evaluation of an important, creative individual associated with the design. The City's list of Architects database does not include the address for, or the architect of, 301 North Rodeo Drive. The State Record of Historic or Potentially Historic Resources in the City of Beverly Hills does not list the address either.

Refer to an elaboration of existing architectural features in Section 4 of this Assessment.

- **1.4** Summary of City of Beverly Hills Ordinance 12-0-2617; Article 32 Title 10 Chapter 3, “Historic Preservation”

Title 10-3-3212 Landmark Designation Criteria:

A nominated Property may be designated as a Landmark if it is more than 45 years of age and satisfies the requirements set forth below.

To be designated as a Landmark, a Property must satisfy the following three criteria:

A. The Property meets at least two of the following criteria:

1. Is identified with important events in the main currents of national, state, or local history, or directly exemplifies or manifests significant contributions to the broad social, political, cultural, economic, recreational, or architectural history on the Nation, State, City, or community;
2. Is directly associated with the lives of Significant Persons important to national, state, City or local history;
3. Embodies the distinctive characteristics of a style, type, period, or method of construction;
4. Represents a notable work of a person included on the City’s List of Master Architects or possesses high artistic or aesthetic value;
5. Has yielded or has the potential to yield, information important in the prehistory or history of the Nation, State, City, or community;
6. Is listed or has been formally determined eligible by the National Park Service for listing on the National Register of Historic Places, or is listed or has been determined eligible by the State Historical Resources Commission for listing on the California Register of Historic Resources.

B. The property retains integrity from its Period of Significance. The proposed landmark retains integrity of location, design, setting, materials, workmanship, and association. Integrity shall be judged with reference to the particular criteria specified in subsection 10-3-3212 (A) of this section. A proposed Landmark’s deferred maintenance, dilapidated condition, or illegal alterations shall not, on their own, be construed to equate to a loss of integrity.

C. The Property Has Historic Value. The proposed Landmark is of significant architectural value to the community, beyond its simple market value, and its designation as a Landmark is reasonable, appropriate and necessary to promote, protect, and further the goals and purposes of this Article.

As is apparent, the City of Beverly Hills criteria language parallels fairly closely the state's criteria.

A summary of the applicability of the criteria to the property has been considered, and the following summary is made. The property at 301 North Rodeo Drive DOES NOT/IS NOT:

- identified with important events in the main currents of national, state, or local history;
- directly exemplifies or manifests significant contributions;
- directly associated with the lives of Significant Persons important to national, state, City or local history;
- an exceptional example of the style of the structure that is prevalent in the City and region;
- demonstrate a particularly apparent distinctive construction character or method,
- embody the distinctive characteristics of a style, type, period, or method of construction;
- not possess high artistic or aesthetic values;
- represent a notable work of a person included on the City's List of Master Architects. The lengthy history of substantial remodelings over the past four decades as documented leaves moot any evaluation of an important, creative individual associated with the design. Effectively, any association of the existing construction with the identified work of Allen George Siple has been eradicated and ceases to exist. The architects identified on the later permit records (Paul Ruffing, Allen Laurence, John Stackhouse, and Francis Hoffman) do not appear on the City's List of Master Architects;
- yield or has the potential to yield, information important in the prehistory or history of the Nation, State, City, or community;
- Maintain Integrity from its Period of Significance.

The criteria in Item B that the proposed landmark retains "*integrity of location, design, setting, material, workmanship, and association*" will be further developed in this Memo. It will be concluded in this Memo that 301 North Rodeo does not retain such integrity.

The criteria in Item C that the commercial structure represents a "*significant architectural value to the community*" will be concluded in this memo that it does not.

Allen George Siple (b. 07-09-1900; d. 01-10-1973) was identified on permit records as the original "contractor" of the structure. His name is listed on the City of Beverly Hills' List of Master Architects.

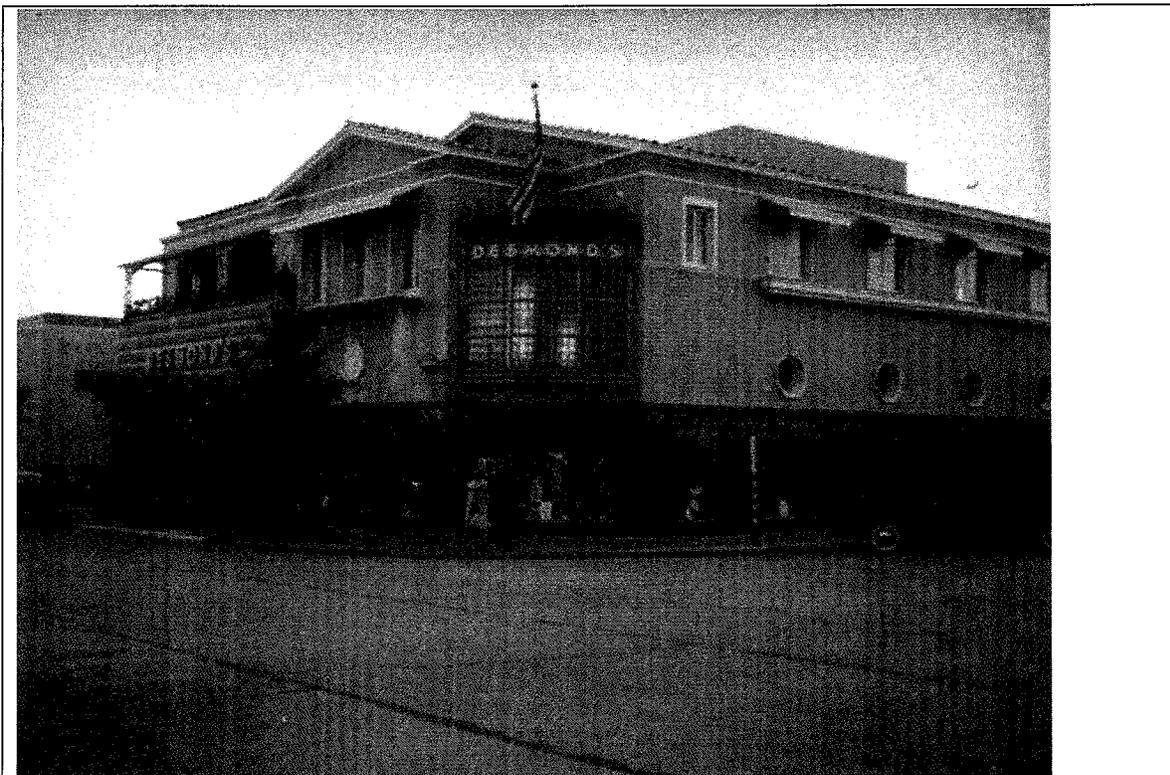
Siple's name does appear in the Pacific Coast Architecture Database archive records as the architect of several properties. Several of these were published:

- Balsom, W.R., Jr., Westwood Hills, Los Angeles, CA - (16022)
- Bell, Minnezawa, House, Bel-Air, Los Angeles, CA - 1940-1941 (16015)
- Conway, Jack and Virginia, House, Pacific Palisades, Los Angeles, CA - (16024)
- Grove Bungalow Court, Westwood, Los Angeles, CA - 1932 (4563)
- Knot Garden House, Los Angeles, CA - (15839)

- Siple, Allen G., House, Brentwood, Los Angeles, CA - 1949-1959 (7039)
- South Lanai House, Los Angeles, CA - (15826)
- Trousdale Model House, Los Angeles, CA - 1946-1947 (15981)
- Withers, Jane, House, Westwood Hills, Los Angeles, CA - (16023)

In 1937 Siple designed a Desmond's department store in Westwood Village. This revealed that similarly to the eclectic, revival style designs he employed for his residential work, his commercial work had a similar sensibility. Refer to the Appendix Research section A.2.

The following sections document the details qualifying these conclusions.



GTL | HA, May 2013 research, Herman J. Schulteis, photograph c1937; Desmond's Department Store; 1001 Westwood Boulevard at Weyburn. Presumed to representative of the building shortly after completion

Designed by architect Allen G. Siple, the Westwood Village store opened in December 1937 and was the fifth store in the chain following Downtown, Pasadena, Wilshire and Beverly Hills. The large glass brick panel above the marquee allowed light to enter the mezzanine, and marble wainscoting flanked the entrance which was paved in travertine. This building is still standing.

Source: Los Angeles Public Library Photo Collection; <http://jpg1.lapl.org/00101/00101960.jpg>

2 PRIOR DOCUMENTATIONS

Summary of previous Historical Assessments and coordinated recommendations for defined Period of Significance Evaluation of historical resources

▪ 2.1 Prior Documentations and Historical Assessments

2.1.1 Summary of Recommendations from Prior Assessments:

As is evident from the research performed in developing this Historical Memorandum for the Record, the City of Beverly Hills had conducted cultural historical landmark significance by several historian reviews. Johnson Heumann Research Associates, in 1985 - October 1986, PCR Services Corporation in June 2004, and Jones & Stokes in 2006-2007 conducted historical significance surveys of the City.

The State of California Record of Historic Resources and Potential Resources for the City of Beverly Hills lists no owner, architect or resource name associated for 301 North Rodeo Drive.

The 1985-1986 historic resources survey lists only 302 North Rodeo (the Eddie Schmidt Building) and 332 North Rodeo (the Anderton Court building, designed by Frank Lloyd Wright) within the commercial survey area #5 as eligible, with a "5" evaluation. This "5" category in 1985 was then defined as "individually listed or eligible for listing under a local preservation or landmark ordinance." 301 North Rodeo Drive was not listed.

The 2004 survey also lists only 302 North Rodeo and 332 North Rodeo Drives within the commercial survey area; again 301 North Rodeo Drive was not listed.

In a separate June 2006 (revised April 2007) survey by historians Jones & Stokes specifically of the City's commercial district #5, again only 302 North Rodeo and 332 North Rodeo Drives are listed within the commercial survey area. Once again 301 North Rodeo Drive was not listed.

An important aspect of National Register review definition is the concept of "integrity," specifically, "integrity" of "location, design, setting, materials, workmanship, feeling, and association." Considerations of these factors have been made in the evaluation of the building and site context.

▪ **2.2** Recommendations for defining the period of significance:

2.2.1 Definition:

The period of significance is defined as the span of time during which a site or property attained the significance for which the resource meets the criteria used for National Register evaluation.

National Register criteria do not differ significantly from the California Register.

2.2.2 Background site history and development of Significance:

The surrounding properties in Beverly Hills became increasingly built up throughout the decade of the 1920's. At the start of the decade, plots were largely unfilled; by the end of the decade the plots were largely filled. As is well-documented in the previous surveys, a predominate stylistic character of the commercial construction were eclectic revival styles. Siple's original design is an example of the American Colonial Revival style, with a hint of the "Hollywood Regency" style that was prominent in the region beginning in the early 1930's.

2.2.3 Summary of review and comments:

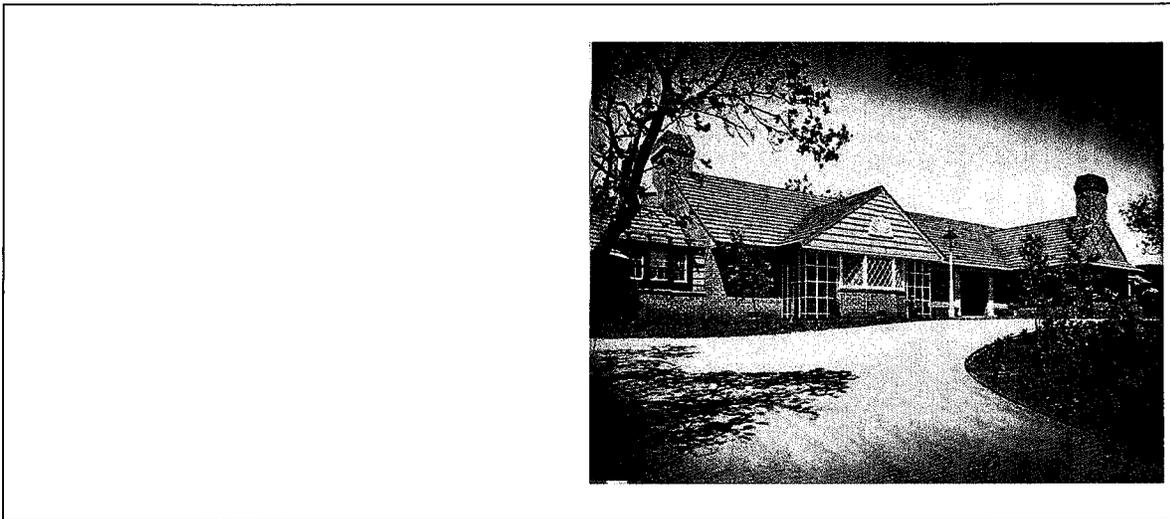
Conforming to historical assessments, it is recommended to consider the date of 1941 as the beginning of the period of significance. This represents the initial permitting and subsequent construction and utilization of this commercial structure. For the purposes of this Historical Memorandum for the Record, the period of significance would continue from the date of the original design and construction of 1941-1942 through to 1977 is suggested. This figures that the original Siple design was intact during the period when there were no permit histories. Commencing in 1977 when permitted "exterior and interior remodeling" was first performed, it is presumed that the Siple design was first altered. The London Shop ceased to be listed in the City Directory in 1977 for the first time since completion of the structure. A forty-five year period from the date of original construction during which the structure and any later modifications within the time frame would have attained significance in its own right occurs in 1986. This is after two permitted modifications and beyond the timeframe when the Siple design is presumed to have been intact.

A period of significance from 1942 through 1977 represents a conservative approach, recommended here as it allows for the greatest inclusiveness of the built environment to review the first of the later additions. Were a cut-off date used that defined the significant period as

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ending at an earlier date, there could be questions of judgment that the effects of later additions were not adequately assessed.



GTL | HA, May 2013 research photograph;
Durban House. Source: Google

3 HISTORICAL DEVELOPMENT

Chronological Summary of development on site. Evaluation of historical resources

- **3.1** Summary of the primary construction and development of facilities on this site:

Following is a summary of the building history and context history sections of the prior history assessment reports. These narratives have been arranged as a chronological timeline that illustrates the social history by use of City Directory records research in the Beverly Hills Public Library. Building Department records are noted in greater detail in Section 3.1.3.

3.1.1 Chronologic timeline history of site:

1914

Incorporation of the City of Beverly Hills on 2 January 1914.

1941

Permit applied for on 26 February 1941 by Mr. Walter D. Sanborn, owner. Previously the site was vacant.

1942

First listing in the Beverly Hills City Directory of the “London Shop” at 301 North Rodeo; the 303 address is noted as “under construction.” This business remains at this address in the City Directory from 1942 through 1977.

1977

“Interior and exterior remodel” is permitted on 27 October.

1978

“Alpha Cubic Boutique” is permitted for interior remodel and new store front construction.

1981

“Alpha Cubic Boutique” is listed in the Beverly Hills City Directory at 301 North Rodeo.

1984

On 02 August "Interior and exterior n.s. (non-structural) demolition work" is permitted; on 25 September 1984 Interior and exterior remodeling is permitted, with a valuation stated as \$750,000. Work is finalized on 27 February 1985, related to a new Chanel store.

1985

On 26 February "Remodel existing building for retail sales. Caissons & Gr. Bms." (grade beams) is permitted. Multiple permits are issued that date for new basement walls and floor slab, elevator walls, and a demising wall construction 27 feet in height.

1988

On 23 February "New stair openings, close exist. Stair opening; new mezz floor layout" is permitted.

1989

On 22 September, "Sandblast Exterior walls of Commercial Bldg" is permitted.

1994

On 03 October "Interior Demolition, Non-Structural" is permitted.

1994

On 17 October a "Renovation of existing building and addition" Concept review is noted for the new Zegna store.

1995

On 09 January a "Renovation T. I. of retail bldg for new retail tenant" is permitted. Several permits for interior and exterior work issued in the next several months.

1998

On 03 April permit is issued to "Rebuild 2nd floor and roof framing"

1998

On 22 June a "Storefront remodel for Ermenegildo Zegna" is permitted.

1999

On 10 November an expansion of the Ermenegildo Zegna store is permitted, includes a Geotechnical Report by Jerry Kovacs & Assoc dated 06-23-1999 related to the structure adjacent to the north.

Summary:

This chronology of alterations to the 301 North Rodeo Drive structure indicates that the early decades showed likely little change occurred in the original Siple design, up to alterations permitted in 1977.

After this date, changes were frequent. By permit descriptions, these were particularly drastic modifications in 1984-1985 for Chanel, and 1994-1995 followed by 1998-1999 for Ermenegildo Zegna.

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3.1.2 Chronologic history of businesses on site:

Source: "Householder's Guide, City of Beverly Hills Directory"

City Directory Date	Name/ business	details	Address
August 1937	No listing	none	301, 303, 305, 307 N Rodeo
August 1938	No listing	none	301, 303, 305, 307 N Rodeo
1939	No listing	none	301, 303, 305, 307 N Rodeo
1940	No listing	none	301, 303, 305, 307 N Rodeo
1941	No listing	none	301, 303, 305, 307 N Rodeo
1942	London Shop (men's wear); 305 "under construction"	301, 307, not listed	303 N Rodeo 305 N Rodeo
1943	London Shop (men's wear); Mariani and Davis Inc. (tailors)	307 noted as Tobias (jeweler)	303 N Rodeo 305 N Rodeo
1944	London Shop (men's wear); Mariani and Davis Inc. (tailors)	307 noted as Tobias (jeweler)	303 N Rodeo 305 N Rodeo
1945	London Shop (men's wear); Mariani and Davis Inc. (tailors)	307 noted as Tobias (jeweler)	303 N Rodeo 305 N Rodeo
1946	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	307 noted as vacant	303 N Rodeo 305 N Rodeo
1947	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1948	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1949	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1950	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1951	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1952-1953	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1954	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1954-1955	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1955-1956	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1956-1957	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1957-1958	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo

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1958-1959	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
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City Directory Date	Name/ business	details	Address
1959-1960	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1960-1961	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1961-1962	London Shop (men's wear); Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1963	London Shop (men's wear), Churches' English Shoes; Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1964	London Shop (men's wear), Churches' English Shoes; Chapman-Pollack Inc. (tailors)	301, 307, not listed	303 N Rodeo 305 N Rodeo
1965	No Directory available		
1966	London Shop (men's wear), Churches' English Shoes; Stephen Silagy, "art dealer"	301, 307, not listed	303 N Rodeo 305 N Rodeo
1967	London Shop (men's wear), Churches' English Shoes; Stephen Silagy, "art dealer"	301, 307, not listed	303 N Rodeo 305 N Rodeo
1968	London Shop (men's wear), Churches' English Shoes; Stephen Silagy, "art dealer"	301, 307, not listed	303 N Rodeo 305 N Rodeo
1969	London Shop (men's wear), Churches' English Shoes; Stephen Silagy, "art dealer"	301, 307, not listed	303 N Rodeo 305 N Rodeo
1970	London Shop (men's wear), Churches' English Shoes; Stephen Silagy, "art dealer"	301, 307, not listed	303 N Rodeo 305 N Rodeo
1971	London Shop (men's wear), Churches' English Shoes; Stephen Silagy, "art dealer"	301, 307, not listed	303 N Rodeo 305 N Rodeo
1972	London Shop (men's wear), Church's English Shoes; "Jewels by Edwar"	301, 307, not listed	303 N Rodeo 305 N Rodeo
1973	London Shop (men's wear), Church's English Shoes;	301, 307, not listed	303 N Rodeo

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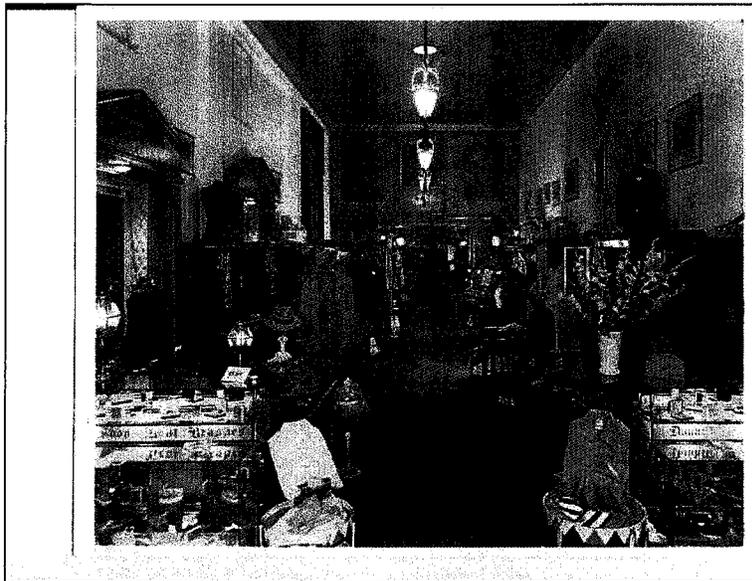
	"Jewels by Edwar"		305 N Rodeo
1974	London Shop (men's wear), Church's English Shoes; "Jewels by Edwar"	301, 307, not listed	303 N Rodeo 305 N Rodeo
1975	London Shop (men's wear), Church's English Shoes; "Jewels by Edwar" "Jax Rodeo"	301, not listed	303 N Rodeo 305 N Rodeo 307 N Rodeo
1976	London Shop (men's wear), Church's English Shoes; "Jewels by Edwar" "Jax Rodeo"	301, not listed	303 N Rodeo 305 N Rodeo 307 N Rodeo
1977	London Shop (men's wear), Church's English Shoes; "Jewels by Edwar" "Jax Rodeo"	301, not listed	303 N Rodeo 305 N Rodeo 307 N Rodeo
1978	"Jewels by Edwar" "Jax Rodeo"	301, 303 not listed	305 N Rodeo 307 N Rodeo
1979	"Jewels by Edwar" "Jax Rodeo"	301, 303 not listed	305 N Rodeo 307 N Rodeo
1980	303, "No Listing" "Jewels by Edwar" "Jax Rodeo"	301, not listed	303 N Rodeo 305 N Rodeo 307 N Rodeo
1981	"Alpha Cubic Boutique" "Yves - St. Tropez" "Jewels by Edwar" "Jax Rodeo"		301 N Rodeo 303 N Rodeo 305 N Rodeo 307 N Rodeo
1982	"Alpha Cubic Boutique" "Yves - St. Tropez West" "Jewels by Edwar" "Jax Rodeo"		301 N Rodeo 303 N Rodeo 305 N Rodeo 307 N Rodeo
1983	Not Listed "Yves - St. Tropez West" "Jewels by Edwar" "Jax Rodeo"		301 N Rodeo 303 N Rodeo 305 N Rodeo 307 N Rodeo
1984	Not listed "Yves - St. Tropez West" "Jewels by Edwar" "Jax Rodeo"		301 N Rodeo 303 N Rodeo 305 N Rodeo 307 N Rodeo
1985	Not listed "Yves - St. Tropez West" "Jewels by Edwar" "Jax Rodeo"		301 N Rodeo 303 N Rodeo 305 N Rodeo 307 N Rodeo

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1986-1987	Not listed "Yves - St. Tropez West" "Jewels by Edwar" "Jax Rodeo"		301 N Rodeo 303 N Rodeo 305 N Rodeo 307 N Rodeo
1988	Not listed Not listed "Jewels by Edwar" Not listed		301 N Rodeo 303 N Rodeo 305 N Rodeo 307 N Rodeo
1989	No listing		
1990	No listing		
1991			
1992			
1993			
1994			
1995			

End of Directory publishing



GTL | HA, May 2013 research; original owner's document files. Overview view of 301 North Rodeo interior; undated but presumed to represent of the building shortly after completion.

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3.1.3 Chronologic listing of construction on site, listed by Building Permit:

Using the City of Beverly Hills public records, the following chronological listing is developed:

<u>Date</u>	<u>Applicant</u>	<u>Type</u>	<u>Architect</u>	<u>Remarks</u>
02-26-1941	Walter D. Sanborn, owner	Original Building, 303-5-7 No. Rodeo Drive	Allen G. Siple	Permit # 18193 No existing building noted on site lot.
10-27-1977	Lothar's, owner; Frank Gogner applicant	"Interior and exterior remodel"	Milton Swimmer Planning and Design	Permit # 771063 Finaled 04-05-1978
12-29-1977	Bijan Kalantari, owner; Frank Gogner applicant	"Interior steel stairs, ground floor"	"Planning and Design"	Permit # 771341 Finaled 04-05-1978
04-14-1978	Alpha Cubic, Int. Douglas Shinsato, owner	"Interior remodel"	None noted	Permit # 780360 Finaled 07-28-1978
06-01-1978	Alpha Cubic America Shinsato, owner	"New store front"	None noted	Permit # 780552 Finaled 07-28-1978
08-02-1984 (issued)	Security Pacific Bank, Owner	"Interior and exterior n.s. (non-structural) demolition work"	None noted	Permit # 841093 Finaled 12-10-1984 Valuation of job, \$25,000
09-25-1984 (issued)	Security Pacific Bank, Owner	"Interior of (sic) exterior remodel"	None noted	Permit # 841593 Finaled 02-27-1985 Valuation of job, \$750,000
02-26-1985 (issued)	Security Pacific Bank, Owner	"Interior and Exterior Remodel (4339 sqf)", Certificate of Occupancy	Francis Hoffman	Permit # 841593 Dated 02-27-1985
02-26-1985 (issued)	Mr. Jack Matines, Chanel, Owner	"basement walls-Slab"	Francis Hoffman	Permit # 841477 Finaled 02-27-1985 Valuation of job, \$35,000
02-26-1985 (issued)	Mr. Jack Mathes, Chanel, Owner	"Demizing (sic) wall 27 feet high & elevator walls"	Francis Hoffman	Permit # 841446 Finaled 02-27-1985 Valuation of job, \$35,000

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02-26-1985 (issued)	Mr. Jack Mathes, Chanel, Owner	“Remodel existing building for retail sales. Caissons & Gr. Bms.”	Francis Hoffman	Permit # 841400 Finaled 02-27-1985 Valuation of job, \$20,000
12-05-1984 (issued)	Chanel, Owner	“Fire Sprinklers”	None noted	Permit # 841704 Finaled 05-01-1985 Valuation of job, \$20,000
02-23-1988	301 N. Rodeo, Owner; Herb Stewart, Applicant	“New stair openings, close exist. Stair opening; new mezz floor layout”	Allen Laurence	Permit # 88000828
09-22-1989	301 N. Rodeo, Owner; Wendell Smith, Applicant	“Sandblast Exterior walls of Commercial Bldg”	none	Permit # P8904389
10-17-1994	Ermenegildo Zegna, Owner	“Renovation of existing building and addition”: Concept review	Paul J. Ruffing, Architect	Project # P9403087 In-Lieu Parking for a Minor Development Plan at former Chanel site
10-03-1994	Ermenegildo Zegna, Owner; Watson Construction Co, applicant	“Interior Demolition, Non-Structural.”	Paul J. Ruffing, Architect	Project # P9403087 Permit # 94004297
01-09-1995	Ermenegildo Zegna, Owner; Paul J. Ruffing, applicant	“Renovation T. I. of retail bldg for new retail tenant.”	Paul J. Ruffing, Architect	Project # P9403087 Permit # C95000025
02-06-1995	Ermenegildo Zegna, Owner; Herb Stewart, applicant	“Interior non-structural demo only. No store front demo”	Herb Stewart, Contractor.	Permit # 95000580
02-16-1995	Ermenegildo Zegna, Owner; Herb Stewart, applicant	“Partial permit for structural frame work only”	Herb Stewart, Contractor. Frank Marino, Engineer	Project # P9403087 Permit # 95000806
03-16-1995	Village on Canon LTD, Owner; Herb Stewart, applicant	“Building permit, interior tenant improvements, retail store	Herb Stewart, Contractor; Paul J. Ruffing, Architect	Project # P9403087 Permit # 95001355

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		(Ermenegildo Zegna Corp)”	Frank Marino, Engineer	
04-03-1998	Security Pac Natl Tr et Al, Owner; Gabbay Arch, applicant	“Rebuild 2 nd floor and roof framing”	Gabbay Arch	Project # P9801140 Permit # C9800382
06-22-1998	Ermenegildo Zegna, Owner; Gabbay Arch, applicant	“Storefront remodel for Ermenegildo Zegna”	Gabbay Arch	Project # P9801140 Permit # C9800382
11-10-1999	Security Pacific Natl Tr, Owner; Redesign Builders Inc, applicant	Expansion of Ermenegildo Zegna (Includes a Geotechnical Report by Jerry Kovacs & Assoc; 06-23-1999)	Sinsheimer	Project # P9801140 Permit # 99005051
03-13-2002	Frank Limahelu, ISI; applicant	Architectural Commission Staff Report; proposal to “remodel existing storefront, name change.”	Phillips Group Planning and Design LLC	(The proposed store for “Agnona” is the former “ZegnaSport” expansion to north.)

4 EXISTING CONDITIONS/ ARCHITECTURAL SUMMARY

Existing Architectural Summary and Associated Site Conditions

Evaluation of historical resources

▪ 4.1 Summary of Existing Architectural Elements:

Original construction conditions of the structure have been altered over some multiple phases of construction alterations and additions. In most if not all instances there have been extensive modifications, such as wholesale replacement of exterior window and door openings and the original fenestration. These alterations have irreversibly affected the character of the original Sisley design.

Still, generally the façade walls and building volumes maintain the overall scale of the original construction. The apparent major modifications as well as obvious later stylistic alterations and additions occur to the entirety of the structure. It is the recommendation of this Historical Assessment/ Memorandum for the Record that additions to the original 1941-41 commercial structure constructed after the proposed end of the period of significance in 1977 do not justify consideration for eligibility on their own merit.

Original architectural design and material characteristics of the 301 North Rodeo commercial structure can be summarized broadly as follows:

4.1.1.>

A simple organization of a painted brick masonry, neo-Georgian/ Regency/ Colonial Revival style structure dates from the original construction.

4.1.2.>

A generally symmetrical volumetric building massing form.

4.1.3.>

Use of simple exterior design elements, minimally detailed yet traditional architectural components, and straightforward compositions of building forms and details.

4.1.4.>

A gabled volume, oriented to face Rodeo Drive.

4.1.5.>

Minimal wood trim detailing at the roof eaves; brick window sills.



GTL | HA, May 2013 site recordation photograph;
Overall view of exterior southwest façade site context

▪ **4.2** Summary of Existing Exterior Architectural Elements:

Possibly due to multiple later modifications, this commercial structure was evaluated by architectural historians in 1985-1986, 2004 and again in 2006-2007 as not possessing eligibility for designation, either individually or as a contributor to any potential historic district. With these apparent alterations made over the years, most may be considered irreversible, and not “retreatable”, or removable in nature.

The exterior façades were originally of veneer brick masonry wall construction, painted an off-white color. There were traditionally detailed moulded terminations at the roof eaves. Shutters at the second level windows, raised “Old English” style script lettering and cartouche elements with carriage lamps all enlivened Siple’s original design.

Current conditions of the building façades are unrecognizable when viewing the original appearance. The overall character as existing, primarily dating from the 1984-1985 Chanel and the 1994-1995 Zegna design alterations, is noticeably considered to be all later non-contributing elements.

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▪ **4.3** Summary of Existing Site Elements:

From aerial or satellite views, by far the most dominant visual elements are the urban context. Existing site characteristics were evaluated, and can be summarized as follows:

4.3.1.>

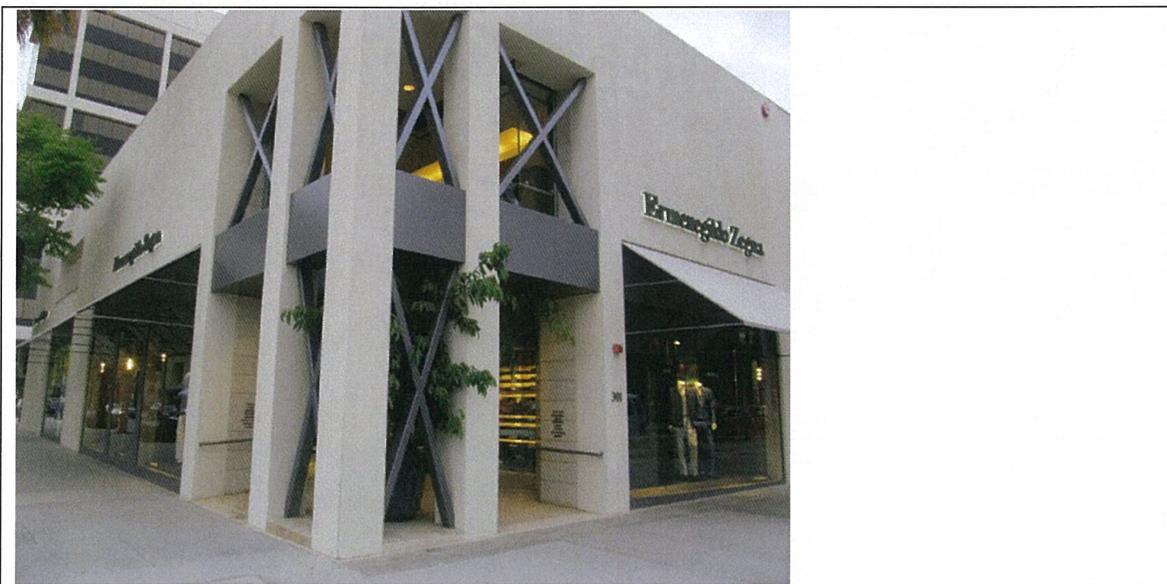
This urban site has minimal landscape features.

4.3.2.>

Within the last decade the City of Beverly Hills has undertaken a streetscape renewal program, replacing sidewalks, curbs, street lighting and street furnishings. The original “urban fabric” dating from 1940 has been removed and is no longer extant.

4.3.3.>

Groupings of small palm trees surround the back entrance and parking area to the east. This is not an original site feature.



GTL | HA, May 2013 site recordation photograph;
Detail street view of southeast façade site conditions.

▪ **4.4 General Description of Modifications to Exterior Architectural Elements:**

The “*preponderance of the evidence*” (quoting CEQA; reference Section 1) suggests that historical significance associated with development of the site is not sufficiently conveyed by later alterations to the original commercial construction. These do not serve as a conveyor of significance on the site. This structure has had numerous modifications, with additions made to the north.



GTL | HA, May 2013 site recordation photograph;
Detail view of exterior site context, southeast façade

Summarizing;

4.4.1.>

There is a history of ongoing development and remodeling of this commercial structure, with multiple additions made to the north side of the original 1941-1942 construction design.

4.4.2.>

Exterior entrance doors are replaced and non-original. These have lessened the significance of the remaining structure elements.

4.4.3.>

At the west façade there are additions, most presumed to date from the post-significance era. These have effectively removed any remaining portions of the original exterior façade. This construction should not be considered as having acquired significance on its own merit, and represents a non-contributing addition.

4.4.4.>

The exterior façades have all been altered. It is not representative of the original building volume condition as a gabled structure.

4.4.5.>

At the entrance area, a recessed corner at the southeast exposure is not an original detail.

4.4.6.>

Shutters at the exterior primary façades were original. There are no shutters at any of the existing window openings, which are detailed in a modernist vocabulary.

▪ **4.5 Current description of deteriorated and/or incompatible features:**

Following are a list of incompatible features present at the exterior façades that have a potential impact on some of the character-defining elements of the building:

4.5.1.>

Exterior building massing, with tall parapet walls and no visible roof form.

4.5.2.>

Replaced windows and doors at all openings.

4.5.3.>

Penetrations of façade by multiple new openings.

4.5.4.>

Original Stylistic integrity is lost in translation to a modernist detailing idiom.

▪ **4.6 Conclusions and Recommendations:**

It is clear that there are many features in this commercial structure that have suffered from combinations of factors. Multiple stages of alterations, additions and infrastructural upgrades made over time have effectively obliterated the exterior construction. None of these alterations are considered contributing to the original Siple design.

5 ASSESSMENT OF SIGNIFICANCE

Summary of Primary Conveyance of Significance, referencing CEQA Criteria and previous Historical Assessments Evaluation of historical resources

▪ 5.1 Summary of Recommendations for Significance and Prior Assessments

For the purposes of this Historical Memorandum for the Record, as stated in Section 1 the association of this commercial structure with significant events and people is not recommended.

There have been three previous assessments by different teams of historians. Following is a summary of their comments in consideration of Assessments for Significance:

5.1.1 Jones and Stoke's 2006-2007 Survey Assessment for Significance:

- Not specifically individually addressed, nor indicated as a potential contributor to a potential historic district.

5.1.2 PCR Corporation's June 2004 Survey Assessment for Significance:

- Not specifically individually addressed, nor indicated as a potential contributor to a potential historic district.

5.1.3 > C. McAvoy & L. Heumann's 1985-October 1986 City wide Survey:

- Not specifically individually addressed.

5.1.4 > Summary of Recommendations for significance:

For the purposes of this Historical Memorandum for the Record, a period of significance is proposed that continues from the date of the original design and construction of 1941-1942 through to 1977 has been incorporated.

Given the modifications of the building, and the marginal design compatibility of the later modifications, significance does not easily apply to an overall view of this commercial structure.

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This applies effectively to all of the later infrastructure “modernization” upgrades and dramatic changes in appearance of the site. These are so substantially different that this Memo finds them definable as a “Non-Contributor” to the original 1941-1942 construction. None of the alterations or additions is considered to have gained significance on their own merit.

A listing of historical significance using the CEQA criteria documentation for organization follows in the next section.



GTL | HA, *May 2013 site recordation photograph;*
Overall views of exterior façade from the southwest, view of roofscape

▪ **5.2** Summary of Distinctive Characteristics following CEQA Definitions:

5.2.1: Distinctive Characteristics: “type”:

This commercial structure possesses a fairly textbook application of a Georgian / American Colonial Revival/ “Hollywood Regency” style structure to a commercial- retail program. As the original and titled occupant from 1941 through 1977 was listed in the City Directory as an English apparel store, Georgian style detailing appears appropriate.

5.2.2 Distinctive Characteristics: “period”

This commercial structure exhibits a building type widely used late in the first half of the twentieth century by developers in the Beverly Hills area. Siple’s design exhibited an American Colonial/ Georgian Neocolonial / “Hollywood Regency” revival style, using modern interpretations of neoclassical detailing on a simple gabled building massing form.

5.2.3 Distinctive Characteristics: “region”

This commercial structure exhibits a building type widely used in the first half of the twentieth century by the developers in the Beverly Hills / Southern California Region. Its design and construction involved adapting standard details, using readily available materials such as wood and brick masonry in order to be constructed rapidly and economically.

5.2.4 Distinctive Characteristics: “construction method”

This commercial structure exhibits a building construction widely used in the first half of the twentieth century by the developers in the Beverly Hills / Southern California Region. Its construction involved standard unit brick masonry perimeter walls, with small window penetrations. Wood floor and roof framing was of simple platform frame construction.

▪ 5.3 Conclusions and Recommendations:

The structure was built in a common, historical-revival style that was representative of many structures throughout the City of Beverly Hills and the southern California region. Other residential structures designed by the same architect convey better intact examples of the American Colonial Revival/ Georgian revival style than does 301 North Rodeo Drive.

There are numerous modifications and remodelings of the structure. It is recommended considering this existing structure possesses neither uniqueness, exceptional quality, nor sufficient integrity to consider it eligible for either individual listing as a historic resource, or as a contributor to a potential historic district.

6 CHARACTER-DEFINING FEATURES

Coordinated recommendations of Character-Defining elements of Design, Materiality, and Cultural Resources Present Evaluation of historical resources

- **6.1** Historical assessment and listing of character defining features:

6.1.1 Introduction

In May 2013 GTL|HA performed as part of this Assessment Report a reconnaissance of the existing site and structure conditions. GTL|HA conducted visual observations at the site of both exterior and interior conditions, noting probable original details and later modifications. By use of historical photographic evidence and building permit records, it is evident that virtually none of the original structure remains, at both interior and exterior.

Character-defining features are organized in this Memo by General, or compound features, and by Exterior, Interior, and Site elements. Following is a summary of the review and a listing of the conditions found.

6.1.2 Historical Assessment Summary statement:

As the preponderance of historical significance associated with this site is in regard to its original, non-extant design, the character-defining features tend to represent primarily physical features of the structure that have been lost. Individual elements such as the roof, skylights, modified main entrance façade massing volumes are specific features as well as a conglomeration of details.

6.1.3 Character-Defining Features, summary of details, forms, and materials:

6.1.3.1.>

Character-defining elements can be related to the overall appearance of a smaller scale, Georgian/American Colonial Revival styled structure.

6.1.3.2.>

A character-defining element can be related to an overall detail feature common to this building type, such as the entrance at a gabled feature.

6.1.3.3.>

Character-defining elements can include specific material appearances, such as brick masonry window sills.

6.1.3.4.>

Some character-defining elements relate to appearances of detail assemblies, such as the corbelled brick/roof gabled trim detail intersection.

The following character-defining features are recommended to be considered Significant, dating from the proposed period of significance:

- **6.2** Distinctive Exterior Character-Defining features, per CEQA Criterion (C):

Many of the exterior features which may be considered character-defining are obliterated by the revised design.

Distinctive and precedent details and materials that are characteristic elements of the exterior, recommended to be considered Significant and dating from the proposed period of significance:

6.2.1.>

Simple expanses of planar exterior walls and building massing elements; minimal detailing of the façades using standard metal trims.

6.2.2.>

Overall roof massing form with standard material detail components, consisting of metal cap parapet trim.

6.2.3.>

Simplified exterior detailing of perimeter walls.

6.2.4.>

Front entrance porch and minimal, modernist detailing.

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7 CONCLUSIONS & RECOMMENDED APPROACHES

Concluding Recommendations:

Evaluation of historical resource for landmark eligibility

- 7.1 Summary of a recommended approach:

7.1.1 Historical Assessment and Character-Defining features Summary:

As stated throughout this Memo, and particularly in Section 4.1.1, as an individual building this commercial structure has a history of ongoing changes, additions, and subtractions. It may be argued that the original design was intended to be a simple and symmetrical design. Some of the later add-ons are considered contributing additions that are compatible with and enhance the original design character; most do not do so in any manner.

- 7.2 Recommendation:

As previously referenced in this Memo, the preponderance of evidence is that the 301 North Rodeo Drive building has a minimal contribution as a structure designed by Allen George Siple. It is NOT recommended to consider this commercial building, as modified, as a contributing or “eligible” structure. Based on available evidence, and City of Beverly Hills Preservation Ordinance criteria, this structure does not appear to warrant individual Landmark designation based on the provenance as an original design by Allen George Siple. While Siple’s name does appear on the City of Beverly Hills’ List of Master Architects, the complete loss of integrity remaining that is associated with the architect’s original design results in a lack of identifiable integrity and therefore is not eligible by the City of Beverly Hills criteria.

End of Historical Memorandum for the Record
Document Issue date 09 May 2013

George Taylor Louden AIA
Historical Architect
Historical Architecture Consultant

8 APPENDICES

- A1 > Existing conditions details, GTL | HA photographs
- A2 > Research & References cited
- A3 > Author's qualifications.

- A1 > Existing conditions details, GTL | HA photographs
- A2 > Research & References cited

A.2.1 Background research:



Pacific Coast Architecture Database (PCAD)

Architects

Siple, Allen

ID: 2163

Full Name: Allen George Siple

Occupation: Architect

Gender: M

Nationality: US

Birth Date: 07/09/1900

Death Date: 01/10/1973

Family: Parents: Allen Siple's father, George H. Siple (born c. 1854), was a Canadian by birth, who emigrated to the US c. 1885. His parents also came from English-speaking Canada. According to the US Census of 1910, George Siple worked as a businessman selling lumber and elevator equipment; in 09/1918, Allen noted that he was working as a laborer at his father's business, G.H. Siple and Company, in Otsego, MI. Allen Siple's mother, Jessie B. Siple (born c. 1866), was born in MI. Her father had come from NY, her mother, MI. George and Jessie married c. 1896, and had only one child, Allen.
Relocation: Born in Otsego, MI, Siple lived with his parents on Orleans Street West in 1910, and continued to reside in Otsego until the early 1920s. George H. Siple retired to

Southern CA before 1924, as the family had moved to Los Angeles, CA, by that time. In 1930, Allen Siple lived with his parents at 972 Arapahoe Street, Los Angeles, CA. According to the US Census of 1930, the Siples owned their own home which had an approximate value of \$15,000, a little more than three times the cost of a three-bedroom, two-bath residence in Los Angeles at the time. Allen Siple made trips out of the country but did not relocate outside of Southern CA during his lifetime. He died in Los Angeles County, CA, at the age of 72.

Countries: United States

Structures: Balsom, W.R., Jr., Westwood Hills, Los Angeles, CA - (16022)
Bell, Minnezawa, House, Bel-Air, Los Angeles, CA - 1940-1941 (16015)
Conway, Jack and Virginia, House, Pacific Palisades, Los Angeles, CA - (16024)
Grove Bungalow Court, Westwood, Los Angeles, CA - 1932 (4563)
Knot Garden House, Los Angeles, CA - (15839)
Siple, Allen G., House, Brentwood, Los Angeles, CA - 1949-1959 (7039)
South Lanai House, Los Angeles, CA - (15826)
Trousedale Model House, Los Angeles, CA - 1946-1947 (15981)
Withers, Jane, House, Westwood Hills, Los Angeles, CA - (16023)

Locations: Architect's Birth:

Otsego, MI
USA

Partners: Siple, Allen, Architect (1581)

Publications: "Residence of Miss Jane Withers, Westwood Hills, California.", *Architectural Digest*, 10: 1, 90-91, 1938-1940.
"Residence of Mr. and Mrs. W. R. Balsom, Jr., Westwood Hills: Allen G. Siple, architect.", *Architectural Digest*, 9: 4, 14, 1934-1935.
Gordon, Elizabeth, "How to Get Twice as much Use of Your Land", *House Beautiful*, 89: 11, 166-176, 11/1947.
"Front Facade on cover", *House Beautiful*, front cover, 07/1943.
"The idiom of traditionalism cloaks a relatively good floor plan and very good site plan", *House Beautiful*, 89: 9, 108-109, 09/1947.
"Back facade on front cover", *House Beautiful*, front cover, 06/1946.
Whitney, Reuben, "Twice a Cover House", *House Beautiful*, 89: 8, 41-47, 08/1947.
Gebhard, David, Winter, Robert, *Los Angeles An Architectural Guide*, 99, 1994.
Gebhard, David, Winter, Robert, *Los Angeles An Architectural Guide*, 113, 1994.
"New Bell Residence Offers Innovation", *Los Angeles Times*, E7, 02/02/1941.

Websites: 1910 United States Federal Census about Allen G Siple (3832) 1930 United States Federal Census about Allen G Siple (3833) California Death Index, 1940-1997 about Allen Siple (3834) U.S. Passport Applications, 1795-1925 about Allen G Siple (3831) World War I Draft Registration Cards, 1917-1918 about Allen George Siple (3835)

Source:

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Member of The American Institute of Architects (AIA) 1941-decease
Fellow of The American Institute of Architects (FAIA) 1969

Source: eng.archinform.net/arch/212932.htm

In 1930, he designed the W. R. Balsom, Jr., House in Westwood Hills.^{[1][3][4]} In 1932, he designed [The Grove](#), also known as the Grove Bungalow Court, located at 10669-10683 Santa Monica Boulevard in [Westwood, Los Angeles](#).^{[1][5][6]} In 1940, [Edla Muir](#) (1906-1971) added two rear cottages.^{[6][7]} The property has been listed on the [Los Angeles Historic-Cultural Monuments on the Westside](#) since March 11, 1987. In 1935, he designed the residence of actress [Jane Withers](#) (born 1926) in Westwood Hills.^{[1][8][9]} He designed the private residence of actor and producer [Jack Conway](#) (1887-1952) and his wife Virginia in [Pacific Palisades, California](#).^[10] The house was called All Hollows Farm.^[10] After Jack Conway's death in 1952, [Debbie Reynolds](#) (born 1932) and [Eddie Fisher](#) (1928-2010) purchased the property.^[10]

From 1940 to 1941, he designed the Minnezawa Bell House located on Linda Flora Drive Bel Air for Monnezawa Bell (1911-1983), daughter of [Alphonzo Bell](#) (1875-1947), who developed [Bel Air, California](#).^{[1][11]} It is a 10-room, [Colonial Revival Style](#) mansion.^{[11][12]} Later in the 1940s, he designed the Knot Garden House, a [Regency Revival](#) mansion with [Colonial Revival architecture](#) interiors.^{[1][13][14][15][16]} The property came with a front yard designed by landscape architect [Edward Huntsman-Trout](#) (1889-1974).^{[13][17]} Also in the 1940s, he designed the South Lanai House, a [Monterey Colonial style](#) house.^{[13][18][19]}

In 1946-1947, he designed the model home for [Tahquitz River Estates](#), a new neighborhood of [Palm Springs, California](#) developed by real estate developer [Paul Trousdale](#) (1915-1990).^{[1][2][20][21]} He went on to design houses in [Westdale, Los Angeles](#), another neighborhood developed by Trousdale.^[2] By the 1960s, he was the supervising architect for [Trousdale Estates](#) in [Beverly Hills, California](#), another new neighborhood developed by Trousdale.^[2] He also designed Paul Trousdale's private residence in [Palm Springs, California](#).^[22]

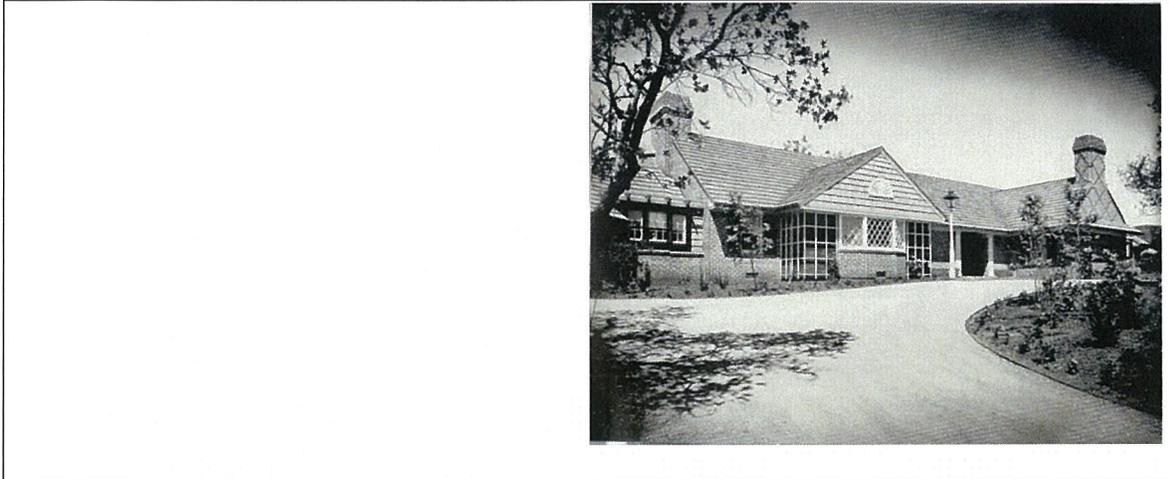
He resided at 2669 Mandeville Canyon Road in [Mandeville Canyon, Los Angeles](#).^{[13][23]} He died [Los Angeles County, California](#) on January 10, 1973, at the age of seventy-two.^[1]

Source: en.wikipedia.org/wiki/[Allen_Siple](#)



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GTL | HA, May 2013 research photograph;
Siple's Durbin House. Source: Google image

02 May 2011:

Via [Curbed LA](#): This 1953 Brentwood home was built by Allen Siple, a Los Angeles-based architect who graduated from the University of Southern California School of Architecture. *Forgotten Modern: California Houses 1940-1970* (Alan Hess) notes that Siple was a "lifelong anglophile" who played the bagpipes and sent his shoes to England for repair. That may explain the inspiration behind this Brentwood home, with an ivy-covered facade and 40-foot stone walls "reminiscent of a medieval castle." The two bedroom, two bathroom home is almost three thousand square feet on about five-a-half acres of land. [Curbed LA](#) notes, "there's no pool at present, but certainly room for one." The listing also details the recycled and reused elements of the home: salvaged lumber from an old Venice pier and a "boxcar of burned timbers" make up the beams and hardwood flooring of the home.

Source: www.huffingtonpost.com/.../allen-siples-medieval-cas_n_85614.

The print ads for Trousdale Estates promised a "life above it all", and it sure felt that way, powering up the hill, swathed in mink behind the wheel of a new Cadillac.

The boldest-faced celebrities, industrialists and society names in town angled to get the best lots, and competed with each other to hire the most talented architects and in-demand 'interior decorators' money could buy. The design review board - headed by society architect Allen Siple - and original covenants dictating 3,000 square foot minimums ensured large, well-designed homes; single-story restrictions ensured they'd spread out forever, while protecting views.

Source: www.trousdale-overthetop.com/1950s

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GTL | HA, May 2013 research, Herman J. Schultheis, photograph c1937 of Desmond's Department Store by Allen G. Siple; 1001 Westwood Boulevard at Weyburn. Presumed to representative of the building in the site context shortly after completion.
Source: Los Angeles Public Library Photo Collection; <http://jpg1.lapl.org/00101/00101947.jpg>



Four-plex: 4 units plus studio at 1841-1843 Kelton Avenue

Additional Information: This property was recently added to the City's list of cultural and historic monuments. It is one of a string of 1929-1930 examples of the early Janss-conceived plan for Westwood Hills. Its architect, Allen G. Siple, went on to design the Beverly Hills Police Buildings, the Webb School Buildings, Mandeville House and The Grove, a cluster of courtyard dwellings, designated an historic landmark in 1987. The garden has plants that are from Allen Siple's own garden. The Kelton property embodies the California Mediterranean-style of architecture with garden entries, a campanile and original California tiles. Historic monument status confers some financial benefits, including property tax adjustments and tax credits. A link to the Los Angeles Conservancy booklet describing these benefits is available.

Source: www.elevenshadows.com/Kelton/1841.htm

A.2.2 Hard Facts:

- Beverly Hills Public Library;
- City of Beverly Hills Planning Division;
- Forgotten Modern: California houses 1940-1970; Alan Hess, Gibbs Smith 2007.
- GTL|HA, general site context reconnaissance and photography May 2013.

A.2.3 Internet Sources:

- City of Beverly Hills Website;
- Los Angeles Public Library maps and photo collection:
<http://jpg1.lapl.org/00101/00101960.jpg>; <http://jpg1.lapl.org/00101/00101947.jpg>
(Desmond's Department Store, Westwood)
- University of California Los Angeles Photo Collection;
- <https://digital.lib.washington.edu/architect/architects/2163> (Pacific Coast Architecture Database);
- en.wikipedia.org/wiki/Allen_Siple
- communities.aia.org/sites/hdoaa/wiki/Wiki%20Pages/ahd1041333.aspx
(AIA Historical Directory of American Architects)
- eng.archinform.net/arch/212932.htm
- www.huffingtonpost.com/.../allen-siples-medieval-cas_n_85614.
- www.trausdale-overthetop.com/1950s
- www.elevenshadows.com/Kelton/1841.htm
- Google images.

A.2.4 Reference Sources:

- National Park Service, Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings (37 CFR 68.)
- CEQA Section 5020.1 of the California Public Resource Code.
- CEQA Guidelines Section 15064.5 of the California Public Resource Code.
- CEQA Section 21084.1 of the California Public Resource Code.
- State of California State Historical Building Code.

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A3 > Author's qualifications.

George Taylor Louden AIA Historical Architectural Consulting

Culver City, California
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mobile: 310 874 8783

EDUCATION

Columbia University, Master of Architecture, 1980
University of Virginia, Bachelor of Science in Architecture, 1976
Polytechnic of Central London, Diploma Program, 1975

REGISTRATIONS

Licensed Architect in California 1992 and New York 1982

PROFESSIONAL MEMBERSHIPS

American Institute of Architects; National Trust for Historic Preservation; California Preservation Foundation;
Los Angeles Conservancy; The Association for Preservation Technology International;
Institute of Classical Architecture & Art;
DSW Volunteer, State of California EMA, Safety Assessment Program;
Partial list of Preservation Offices, City of Los Angeles Planning Department;
Board Chair and two-term Architect representative for the City of Los Angeles Planning Department on the Miracle Mile North
Historic Preservation Overlay Zone Design Review Board

RECOGNITIONS

Preservation Design Award, LA Conservancy 2001; Doheny Library

National Trust for Historic Preservation, Stanford University Projects Recognition 2001; Encina Hall

Preservation Design Award, LA Conservancy 2004; Old Administration Building

Historic Preservation Award, The Old Riverside Foundation for Historic Preservation, 2010; Rouse/ Culver Center

Certificate of Recognition, City of Los Angeles, commended individually for dedicated service in historic preservation efforts of
the community, 2010.

PROFESSIONAL ACTIVITIES / LECTURES

California Preservation Foundation, Education Committee member, 2009-present

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California Preservation Foundation, Annual Conference Programs Committee member, 2008 (Napa), 2009 (Palm Springs), 2011 (Santa Monica), 2012 (Oakland), 2013 (Orange County)

Study Tour Presenter, Will Rogers Ranch Restoration Project, California Preservation Foundation Conference, 2007

Moderator/Presenter, "Historic District Infill Design" for the Preservation Practice Track Education Session, California Preservation Foundation Conference, 2008

Moderator/Presenter, "Historic District Infill Design", "Construction Administration for Historical Structures", and "Amboy California Historic Structure Report" for the Preservation Practice Track Education Session, California Preservation Foundation Conference, 2009

Moderator/Presenter, "Historical Overview of Sustainable Design" for the Sustainability Track Education Session, California Preservation Foundation Conference, 2010

Study Tour Presenter, Will Rogers Ranch Restoration Project, California Preservation Foundation Conference, 2011

Presenter, "Preservation Design Roundtable", California Preservation Foundation Conference, 2011

Moderator and Presenter, "Preservation Design Roundtable", California Preservation Foundation Conference, 2012

Moderator and Presenter, "Preservation Design Roundtable", California Preservation Foundation Conference, 2013

Moderator, "Anaheim Citrus Packing House, Adaptive Reuse mobile session", California Preservation Foundation Conference, 2013

Speaker, California Preservation Foundation Workshop, Secretary of the Interior's Standards, Ventura 2008

Speaker, California Preservation Foundation Workshop, Secretary of the Interior's Standards, San Francisco 2008

Speaker, AIA/Los Angeles Dwell Design conference, Historical Preservation Zones and Sustainable design, 2009

Speaker, California Preservation Foundation Workshop, Historical / Sustainable Design Practice, Riverside 2010

Speaker, California Preservation Foundation Webinar, "Why Save Historical Windows," 2012

Speaker, California Preservation Foundation Workshop, "Secretary of the Interior's Standards: A Facilities Management Perspective," Pasadena, 2012

Guest Lecturer: USC Historic Preservation Summer Program, 2003

Guest Lecturer: Los Angeles Planning Department / HPOZ Basic Training Educational Seminar series, 2005, 2006

Guest Lecturer: Los Angeles Planning Department / HPOZ Annual Conference Seminar, 2012

Guest Lecturer: Santa Barbara County Historic Landmarks Advisory Commission, 2004

Design jury member, Los Angeles Conservancy Preservation Design Awards, 2006

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Design jury member, Temple University School of Architecture, Philadelphia PA, Historical Design Studio, 2008

Design jury member, FIDM, Los Angeles CA, Historical Design Studio, 2008

Design jury member, University of Southern California, Los Angeles CA, Fourth Year Design Studio, 2010

Ad Hoc Architectural Committee Member, Restoration of the 1900 All Saint's By the Sea Episcopal Church, Santa Barbara, California, 2012

HISTORIC PROJECT EXPERIENCE

CONSTRUCTION PROJECTS

El Pueblo Historic Monument, LA County Department of Public Works, Los Angeles, CA

- Historic preservation consultant for the development of research, detailed drawings and construction administration for a shell and core rehabilitation, seismic retrofit, and exterior detail restoration of two contributing Victorian buildings in the El Pueblo Historic District in downtown Los Angeles. The Plaza House/Garnier Block (1883) and the Vickrey-Brunswick Building (1888) were formerly among the oldest remaining URM commercial structures in downtown. Project included research and a Recommendation for Treatment assessment report for review by the County. Project goals were conformance with the Secretary of the Interior's Standards for Rehabilitation, correcting losses and damages from multiple fires and earthquakes, and providing for adaptive reuse.

LA Plaza de Cultura y Artes, El Pueblo Historic Monument, Los Angeles, CA

- Historic preservation consultant for the development of a Mexican American Cultural Center and museum, for the adaptive reuse interior construction, museum design, and new addition following the rehabilitation and seismic retrofit project. Project included site context historical research and a Recommendation for Treatment assessment and report for review by the County.

Wadsworth Chapel / All Faiths Chapel, Department of Veterans Affairs, West Los Angeles, CA

- Development of concept and construction document drawings for a seismic upgrade, complete restoration and infrastructure upgrade of this National Register listed Historic Landmark, a Victorian dual Catholic and Protestant chapel completed in 1900. Performed historic research and completed a Recommendation for Treatment document for a successful Section 106 Review submittal to the California State Office of Historic Preservation. The goals of the project are conformance with the Secretary of the Interior's Standards for Preservation, correcting damages from fire and earthquake, and returning the chapel to its original documented condition.

Will Rogers State Historic Park/ Ranch House Preservation, Pacific Palisades, CA

- Authored the CEQA compliance review, Construction Documentation and Construction Administration for the California State Department of Parks and Recreation. Scope included a seismic mitigation and upgrade, settlement and moisture mitigations, mechanical infrastructure replacements and improvements, site stabilizations and renovation and rehabilitation of a 1927-1935 historic ranch residence building listed on the National Register of Historic Places. Responsible for coordinating construction documents for related structural and environmental rehabilitation, and designed field construction detailing for additional restoration measures.

Will Rogers State Historic Park/ Guest House Preservation & Adaptive Reuse, Pacific Palisades, CA

- Contracted to provide Historical Construction Documentation services by the California State Department of Parks and Recreation. Scope provided an adaptive reuse of the 1927 Guest House garage as an interim Visitor Center, and included an infrastructural replacement and finish rehabilitation of this historic structure. Project scope included consulting construction administration services for multiple State Historic Park buildings, including the historic Horse Stables, Hay Barn, and Blacksmith Shop.

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Will Rogers State Historic Park/ Jim Rogers' Barn Reconstruction, Pacific Palisades, CA

- Research and documentation for the private Will Rogers Cooperative Association for the reconstruction of a historic period stables, based on archaeological, archival, and photographic documentation. Roles included participation in the volunteer construction process, directing, detailing and performing rough and finish carpentry, painting, hardware detailing and installation, and miscellaneous sitework.

Rouse Building Adaptive Reuse/ Barbara and Art Culver Center of the Arts, UC Riverside, Riverside, CA

- Historic preservation consultant for a historical assessment, concept development and detailed construction drawings for an adaptive reuse retrofit, rehabilitation and restoration of an 1895 and 1925 locally landmarked commercial building in the Mission Historic Landmark District in downtown Riverside.

Rouse Building Adaptive Reuse/ Culver Center of the Arts, UC Riverside, Riverside, CA

- Engaged separately by UC Riverside Capital and Physical Planning Department to lead a team of preservation consultants for pursuit of Tax Credit project status with the California State Office of Historic Preservation.

Rustic Canyon Park, Landmark Memorial Grove Arbor, Pacific Palisades, CA

- Retained by a local neighborhood organization to develop a compatible period site structure at a California State landmarked site, operated by the Los Angeles Department of Parks.

Chamber of Commerce Building Rehabilitation/ Adaptive Reuse/ Pioneer Village, Bakersfield, CA

- Selected as the historical preservation consultant for concept development of a rehabilitation, restoration, and adaptive reuse of a 1927-8 exhibition hall building central to the Kern County Museum's Pioneer Village complex in downtown Bakersfield. Project includes documentation and research of original building finishes and details.

Doheny Memorial Library, University of Southern California, Los Angeles, CA

- Seismic retrofit, reprogramming, telecommunications and HVAC upgrades of 167,000 GSF historic building (constructed beginning 1932). Developed program for and designed detail protection of historic interior finish surfaces. Coordinated work of Owners' Historic Preservation Consultant, including materials conservators for marble, tile, millwork, and decorative plaster finishes. Reviewed submittals for materials conservation means and methods. Project awarded a Los Angeles Conservancy Preservation Design Award, 2001.

Old Administration Building, Los Angeles County/USC Medical Center, Los Angeles, CA

- Seismic retrofit, addition and renovation including building infrastructure of 16,250 GSF building (constructed 1909). Conservator for the LA Department of Public Works during the historic detail restoration and interior finishes phase. Developed, researched, designed and installed a "Wall of History" documenting the history of the LA County hospital, the Administration Building, and the seismic retrofit and renovation project. Project awarded a Los Angeles Conservancy Preservation Design Award, 2004.

Henry T. Hetebrink House / Titan House, California State University, Fullerton, Fullerton, CA

- Renovation, seismic retrofit and restoration of a masonry historic farmhouse building (c. 1886). Surveyed and developed details for restoration of demolished structures and finishes, including recreation of original design for the front porch based on historical photographic evidence, renovation of brick façade, window restoration, rehabilitation of interior details and finishes, and adaptive reuse design.

Encina Hall, Stanford University, Stanford, CA

- Encina Hall was a 52,000 SF, multi-phase seismic upgrade and interior renovation and restoration of an original (c.1891) dormitory and dining hall facility. Work included designing a new conference center in the restored dining space, with restoration of original Port Orford cedar millwork paneling and skylight /laylight structure.

Du-Par's Restaurant Rehabilitation, Farmers Market, Los Angeles, CA

- Modernization, infrastructure upgrades, and rehabilitation of a restaurant dating from the 1940's with a 1954 addition on part of the Farmers Market Historical Cultural Monument site. Project included documentation of original finishes and details, and development of historical identity concepts for other franchise improvements.

"Almidor House," Private Residence, Woodland Hills, CA

- Renovation and restoration of a 1927-1928 historic ranch residence building. Developed staged master plan for phased rehabilitation and restoration projects. Surveyed and developed details for restoration of original finishes, landscape features, and reversal or correction of later additions. Processed application for listing on the State Register of Historical Resources. Designed and administered a subsequent construction phase including rehabilitation and repair of craftsman/oriental style projected sleeping porches, interior stain and paint color restoration, and development of a waterproofing program. Continuing with a design of a stylistically compatible replacement for a previous problematic addition, and developing a site and landscape restoration master plan.

King Street Station, Seattle, WA

- Design and construction documentation for restoration and renovation of a three story, 53,530 SF active train station (c. 1905). Developed restoration and renovation details for exterior and interior finishes, and coordinated work of materials conservator. Construction documentation of finish detail requirements included restoration, cleaning and replacement of marble mosaic and terrazzo flooring and interior marble wainscoting; restoration and repair of interior plaster detailing, and restoration and cleaning of exterior brick and terra cotta.

Kellogg Stables/Union Plaza, California State Polytechnic University, Pomona, Pomona, CA

- Complete renovation, code updating and Title 24 Compliance of a late-1920's former Arabian horse stables into student and administration offices. Work included renovation, repair and restoration work for concrete facades, clay tile roofing, and wood door and frames. Developed historic courtyard landscaping schemes.

Carnegie Hall, Manhattan, New York

- This renowned concert hall rehabilitation included master planning studies, facilities redesign, and phased renovation and restoration projects spanning nearly ten years. At early stages of the main lobby and central entrance redesign and circulation restoration work, I researched, surveyed, and produced field documentation of original materials and finishes. My work continued into the design of compatible new details and interior construction schemes.

United States Customs House, Manhattan, New York

- Designed originally by Cass Gilbert and in construction from 1899 to 1907, this massive building was empty for several years until a competition for a renovation and adaptive re-use proposal was sponsored by the GSA. As the survey team leader I investigated and documented existing conditions, designed and detailed new work in sympathy with the existing historic landmark construction. During the development of the construction document set, I reviewed and coordinated the work of mechanical, electrical, fire protection, and plumbing engineers, and coordinated the work of conservation consultants. Conservation requirements included repair documentations, and testing for cleaning alternatives for numerous marble, granite, bronze, and decorative plaster, metal and glass surfaces.

New York Bar Association & Library, Manhattan, New York

- This late 19th century building was completely renovated, including updating of infrastructure, to comply with new code and user requirements. I designed various facilities planning space allocation alternatives, new construction design and detailing, and the coordination of new structural, mechanical, and electrical construction. My responsibilities also included historical document and on-site research, and investigations of the previous renovations to identify historic and restorable details. I developed and catalogued the cleaning programs for marble and various decorative metals, and created details for restoration of lost finishes and construction details.

Baldwin Park High School, Baldwin Park Unified School District, Baldwin Park, CA

- Modernization, renovation, infrastructure upgrades, and seismic retrofit of twenty buildings dating from 1950 on a 41-acre site. Projects include classrooms, offices, science laboratories, and a gymnasium/assembly building.

Old City Courthouse, Lynchburg, VA

- A pre-Civil war era design by a noted bridge engineer in 1845, referencing the Greek Revival temple style presented by Asher Benjamin in his pattern book then widely used as a reference. This project to restore, reprogram, and redesign space allocations also included corrections of inaccuracies and problems resulting from previous renovations. Responsibilities included extensive site survey and investigative analyses, research, materials conservation evaluations, detail development, finish restoration design, and construction coordination.

Sacramento Memorial Auditorium, Sacramento, CA

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- Team coordinator for historic material and detail in the construction document development, design and coordination phase of a complete renovation, seismic retrofit and code updating of an historic Auditorium building.

“Point of Honor” Residence, Lynchburg, VA

- A Federal style residence (c.1815) including dependency buildings which had been a city park administration and activity building since the 1930's. The renovation included new building infrastructure and fire systems, field material research for decorative art detailing, original paint scheme research, and various cornice and fireplace frieze reconstructions. The work included conservation and restoration of decorative plaster and woodwork finishes, and restorations of a kitchen outbuilding and other dependencies.

Hewlett-Packard Corporate Headquarters, Palo Alto, CA

- A Code and Title 24 upgrading, seismic upgrade, and interior redesign for this early 1970's building. While not historic, the work involved finish material corrections and interior improvements within restrictive design reviews.

Tandem Computers, Cupertino, CA

- Design & Research Facility - Code and Title 24 upgrading, seismic additions, and exterior facade interventions. Work included conservation techniques applied to an early 1970 tilt-up slab façade with a failing veneer surface.

Lasseur Residence, Cornwall, CT

- A Greek Revival style residence (c.1805), which until the time of the 1992 renovation had been owned by the original family. The renovation included field research and documentation of original detailing prior to rehabilitation, new plumbing and mechanical systems, original paint scheme research, and design for a compatible addition at the rear of the residence for a kitchen expansion.

“North Quaker Hill Farm” (Lowell Thomas Residence), Pawling, NY

- A mid nineteenth century farm house (c.1840s) with later additions including dependency buildings, which had been both a retreat and a radio broadcast facility for the distinguished radio commentator dating from the 1950's. The project included rehabilitation of interior and exterior details and finishes, and design for a more appropriate and compatible connection to a later addition at the rear of the residence.

“James Ferguson Farm,” Doylestown- Plumstead Township, PA

- Historic preservation consultant for a multi-phased rehabilitation and restoration of a 1795 Bucks county farm with various dependencies and barn structures.

Dror Residence addition and restoration, Hancock Park Historic Preservation Overlay Zone, Los Angeles, CA

- Historic preservation design consultant and architect of record for a private residence. The project is in a newly formed historic preservation district. Scope includes restoration of the original Spanish Colonial Revival style residence previously stylistically modified, and construction of compatible additions.

Fish Residence addition and rehabilitation, Hancock Park Historic Preservation Overlay Zone, Los Angeles, CA

- Historic preservation design consultant for a private residence in a newly formed historic preservation district. Scope includes a design consult for an addition compatible with an English Tudor Revival residence, appropriate construction detailing, and rehabilitation of original character-defining windows.

Kim Residence addition and rehabilitation, Windsor Square Historic Preservation Overlay Zone, Los Angeles, CA

- Historic preservation design consultant for a private residence in a newly formed historic preservation district. Scope included a post-permit, re-design consult for an addition more compatible with an English Tudor Revival residence, appropriate construction detailing, and rehabilitation of original character-defining windows.

Karp Residence addition and rehabilitation, Hancock Park Historic Preservation Overlay Zone, Los Angeles, CA

- Historic preservation design consultant for an addition to a private residence in a newly formed historic preservation district. Scope includes a rehabilitation design and an addition compatible with an Spanish Colonial/Monterey Revival style residence, appropriate construction detailing, and design of a new compatible accessory structure.

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1644 West 23rd Street Residence rehabilitation, West Adams-Normandie Historic Preservation Overlay Zone, Los Angeles, CA

- Historic preservation design consultant for rehabilitation of a private residence in a historic preservation district. Scope includes a rehabilitation design for a deteriorated front porch, appropriate construction detailing, construction administration, interior design modification consulting, and research for exterior paint chronology.

“Still House,” Charlestown, MD

- Historic preservation consultant for the master plan development and rehabilitation and restoration of a 1740 Cecil County original rum distillery on the Chesapeake Bay, including a dependency boathouse structure previously adaptively reused as a residence.

DESIGN / BUILD CONSTRUCTION PROJECTS

“Almidor House,” Private Residence, 1927-28 Woodland Hills, CA

- Renovation and restoration of a historic ranch residence building. Developed program for restoration of original finishes, and removed later finish application on original fireplace mantle finish. Color matched the original finish colors for an orange, branch and leaf motif.

“Artemesia” Residence, 1913, Hollywood CA

- Developed a conservation program for the six Batchelder tile fireplaces in the residence, including tile repair and retinting/color finish restoration of previously compromised finishes using conservation techniques. Repaired and re-machined door hardware using remaining original elements and repurposed components. Decorative paint matching and millwork carpentry detailing at a new compatible gate design for the entrance drive.

“James Ferguson Farm,” 1795, Doylestown- Plumstead Township, PA

- Removal of later paneling and woodworking; repair of original-era wood window casing, stool, and base trim.

Will Rogers State Historic Park/ Jim Rogers’ Barn Reconstruction, Pacific Palisades, CA

- Organizer and participant in the volunteer construction process, directing, detailing and performing rough and finish carpentry, painting, hardware detailing and installation, and miscellaneous sitework.

Ziegler Residence, Santa Barbara, CA

- Architect and historic design consultant for detailed construction drawings of alterations and site modifications to an existing late mid century modern style residence. Detail development of exterior modifications included design/build of window exterior surrounds and site design.

REPORTS, EVALUATIONS & ASSESSMENT DOCUMENTATION PROJECTS

Hawthorne Grammar School historical assessment, evaluation, and rehabilitation recommendations Memorandum Report, City of Beverly Hills Unified School District, Beverly Hills, CA

- Historic preservation consultant for an executive architect undertaking a proposed remodeling of the entire campus, with a focus on the 1928 portion of the complex designed by Ralph C. Flewelling. Compiled a survey of character-defining features throughout the campus. and produced a report with design recommendations.

SolarMax adaptive reuse assessment, evaluation, and rehabilitation recommendations for the Food Machinery Corporation industrial structure; Memorandum Report, JWL Associates, Riverside, CA

- Historic preservation consultant for an executive engineer undertaking a proposed adaptive reuse of this 162,000 SF industrial facility. Reviewed previous documentations, surveyed and documented the site and vast structure, compiled a

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survey of character-defining features throughout the campus, evaluated proposed modifications, and produced a Memorandum for the Record with design recommendations.

Mapleton Office Building, 9952 S. Santa Monica Boulevard, Beverly Hills, Beverly Hills, CA

- Historic preservation consultant providing an evaluation of a mid-century office building originally designed by Kistler, Wright & Wright in 1954. Scope includes a design evaluation of a proposed rehabilitation compatible with the original modern era appearance, prior to a later Georgian-style modification in 1978.

Town of Amboy Historic Structure Report, National Park Service, Amboy, San Bernardino County, Mojave Desert, CA

- Awarded a National Park Service grant in 2007 as part of the Route 66 Corridor Preservation Program to develop a Historic Structure Report for the rehabilitation and restoration of this near-ghost town and eligible historic site. Responsibilities include historic research, assessment, evaluation, and heading the team of consulting engineers and Conservators in the identification and evaluation of historic resources. Site context includes structures from the 1920's up through the late 1950's modern era. Scope includes adaptive reuse, rehabilitation, and new construction in an interpretive restoration of the townscape initially founded in 1858.

1700 Lexington Drive Private Residence/ former Marion Davies residence, Beverly Hills, CA

- Historic Preservation / design consultant for a proposed remodel and expansion of a Tudor-style residence formerly owned by Marion Davies. House was previously modified by Julia Morgan. Scope included historical research and a design consult for a proposed addition compatible with an English Tudor Revival residence, with appropriate construction detailing and rehabilitation / reuse of original details attributed to Julia Morgan.

Veterans Administration San Francisco Medical Center, Vivarium project, San Francisco, CA

- Historic preservation consultant on a team for development of a replacement medical research facility. Provided research and reviewing for compliance of the proposed design with the existing National Register-listed campus plan of thirty acres with adjacent contributing buildings. Authored Section 106 Review document. Budget \$8.2M.

Equinox Fitness Club, Wilshire-Beverly office building historical assessment, Beverly Hills, CA

- Historic preservation consultant for review of façade treatment and exterior detailing for a proposed fitness club interior and partial exterior remodel appropriate to the commercial neighborhood. Project includes research of the existing 1960-1961 structure designed by the office of Victor Gruen, and interpretation of the Secretary of the Interiors' Standards for Rehabilitation to guide compatibility of the design and future construction process.

"The Lighthouse" performance venue and bar/restaurant, Hermosa Beach, CA

- Historic preservation consultant for an architect designing an expansive remodeling of a commercial building renowned as a venue for live jazz performances. Evaluations focused on the difference between character-defining features of a physical value, as opposed to those having a cultural/ historical significance.

Brand Library and Mansion, City of Glendale, Glendale, CA

- Selected by the City of Glendale as the historic preservation consultant on a team for development of a master plan analysis and seismic retrofit assessment for the rehabilitation and restoration of the 1904 Brand Mansion. This is currently adaptively reused as a music and art library. Project included the rehabilitation of a 1969 addition of a library and arts center addition in Glendale's Brand Park.

Griffith Observatory, Los Angeles, CA

- Edited and co-authored the 1998 Historic Structure Report for the renovation and addition to this 1933 landmark. Responsibilities included historic research and leading team of engineers and Conservators in initial phase identification of historic restoration issues. Developed alternative design layouts for the proposed expansion.

University Heights School Annex Number One, City of San Diego, San Diego, CA

- Performed research and evaluation, and collaborated on a 2003 Feasibility Study and program document for the adaptive reuse of the former Teacher Training School Building, San Diego State Normal School, for the City of San Diego. Study

included a summary building and site history, survey and documentation of existing conditions, and development of adaptive reuse alternatives for this National Register listed building.

Davis residence, Carthay Circle Historic Preservation Overlay Zone Los Angeles, CA

- Provided research and design for a reconstruction of a contributing accessory structure infested with Poria, a rare fungus. Created a Historic Assessment Report for research, documentation of existing conditions and recommended project approach to the L. A. Planning Department and Office of Historic Resources. Directed the design of a replacement structure to match the original.

Moore residence, Carthay Circle Historic Preservation Overlay Zone Los Angeles, CA

- Provided Expert Witness Testimony including background research and design for a contributing residential structure infested with Poria, a rare fungus. Documented an abatement strategy for mitigation of existing conditions, including a potential recommended rehabilitation and restoration approach for the L. A. Planning Department and Office of Historic Resources.

Potential Historic Significance Report Assessments, City of Pomona Planning Division, Pomona, CA

- Performed assessments of multiple sites for the City of Pomona of historically eligible structures, including: Central Park Clubhouse (1929 and later); 246 South Parcels Residence (c1886); and 643 East Phillips Boulevard Residence (c1925). These reports combine background research, photographic documentation, non-destructive evaluations, and analysis of the structure and site for potential listing as a significant structure.

Potential Historic Significance Report Assessment, City of Upland Planning Department, Upland, CA

- Performed research, documentation, and assessment report of the Old Baldy Citrus Association Packinghouse/ Weeks Roses Storage Facility.

Marion Davies Estate complex & North Guest House/415 Pacific Coast Highway, Santa Monica, CA

- Researched and wrote a Historic Structure Report and Reuse Feasibility Evaluation for the City of Santa Monica for the c.1929 designated landmark North Guest House, designed by Julia Morgan. Survey and analysis included the original 1928 pool and exterior bulkhead walls, and evaluation of the later 1940's and 1950's (Sand and Sea Club) additions made after the demolition of the original main "Ocean House."

Malibu Pier Phase III Rehabilitation, Malibu, CA

- Selected by the State Department of Parks and Recreation for the renovation, rehabilitation and restoration of four separate buildings and a related gatehouse on an historic pier dating from 1906. State funding lapsed following completion of initial programming, building evaluations, and accessibility studies.

Ravenswood Apartments, Los Angeles, CA

- Renovation and restoration analysis for a seven-story (c. 1930) apartment building, including an entitlement and feasibility study for proposed additions.

The Thacher School Master Plan, Ojai, CA

- Authored, edited, and provided photographs for a Master Plan Facility Assessment of a private boarding school, which includes thirty (1903 and later) structures listed on the California Register of Historical Resources.

Woodrow Wilson Birthplace, Staunton, VA

- Preliminary research for a restoration of this 19th century residence focused on study and analysis of correspondence files from a 1920's era renovation and construction project.

Anne Spencer Residence, Lynchburg, VA

- Research and feasibility study for an early 20th century residence and writing studio for a Poet Laureate included preliminary research and field documentation.

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REFERENCES

California Department of Parks and Recreation, Southern Services Center, San Diego, CA

(Will Rogers Ranch House Preservation and various Will Rogers State Historic Park projects)

- Carl Shaffer, AIA, Associate Architect, 619.220.5304

County of Los Angeles, Chief Administrative Office, Los Angeles, CA

(Old Administration Building, Los Angeles County, USC Medical Center)

- Carol Kindler, Director, Recovery Office, Los Angeles County, 213.974.1154
- Bonnie Belle Chun, County Chief Administrative Office, 213.893.1245

Department of Veterans Affairs, West LA Veterans Administration, Los Angeles, CA

(Wadsworth Chapel, aka Catholic-Protestant Chapel, West LA Veterans Administration Medical Center)

- Andrew Gevanthor, Program and Project Manager, 310.478.3711, extension 42714

Will Rogers Cooperative Association, Santa Monica, CA

(Jim Rogers' Barn Reconstruction)

- Randy Young, President, Will Rogers Cooperative Association, 310.454.5037

Department of City Planning, Office of Historic Resources, City of Los Angeles, CA

- Ken Bernstein, Director, 213.978.1200
- Lambert Giessinger, Historic Preservation Architect, 213.978.1183

ATTACHMENT C
Categorical Exemption (Class 32) Report

Begins on following page.

City of Beverly Hills

**301 N. Rodeo Drive Retail
Project**

**CEQA Class 32
Categorical
Exemption
Report**

June 2013



Environmental Scientists Planners Engineers

301 N. Rodeo Drive Retail Project
CEQA Class 32
Categorical Exemption Report

Prepared by:

City of Beverly Hills
Planning Division, Department of Community Development
455 North Rexford Drive
Beverly Hills, California 90210
Contact: Shena Rojemann, Associate Planner

Prepared with the assistance of:

Rincon Consultants, Inc.
180 North Ashwood Avenue
Ventura, California 93003

June 2013

301 N. Rodeo Drive Retail Project

CEQA Class 32 Categorical Exemption Report

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- B: Traffic Noise Modeling Results
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- E: Project Parking Study



CATEGORICAL EXEMPTION REPORT

This report serves as the technical documentation of environmental analysis performed by Rincon Consultants, Inc., for the 301 N. Rodeo Drive Retail Project in the City of Beverly Hills. The intent of the analysis is to document that the project is eligible for a Class 32 Categorical Exemption (CE). The following report provides an introduction, project description, and evaluation of the project's consistency with the requirements for a Class 32 exemption. This includes an analysis of the project's potential impacts in the areas of traffic, air quality, noise, water quality, and historic resources. The report concludes that the project is eligible for the Class 32 Categorical Exemption.

1. INTRODUCTION

The City of Beverly Hills proposes to adopt a Class 32 CE for a proposed project at 301 N. Rodeo Drive. The State CEQA Guidelines Section 15332 state that a CE is allowed when:

- (a) *The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations.*
- (b) *The proposed development occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses.*
- (c) *The project site has no value as habitat for endangered, rare or threatened species.*
- (d) *Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.*
- (e) *The site can be adequately served by all required utilities and public services.*

Additionally, State CEQA Guidelines Section 15300.2 state that a categorical exemption "shall not be used for a project which may cause a substantial adverse change in the significance of a historical resource."

Rincon Consultants, Inc., evaluated the project's consistency with the above requirements, including its potential impacts in the areas of traffic, noise, air quality, water quality, and historic resources to confirm the project's eligibility for the Class 32 exemption.

2. PROJECT DESCRIPTION

Project Overview. The proposed project would involve demolition of an existing two-story retail building with 11,050 gross square feet and construction of a three-story retail building with 21,750 gross square feet including the following elements:

- A private rooftop patio,
- A partial level below grade for storage,
- A penthouse
- Three parking spaces plus one loading dock at grade, accessed from the existing alley at the rear of the site, and
- A request to pay in-lieu fees for 40 additional parking spaces, as allowed for commercial projects within the Business Triangle pursuant to Beverly Hills Municipal Code (BHMC) Section 10-3-3301.



Table 1 shows the proposed square footage for each level within the proposed building. Figures 1 and 2 show the proposed site plan and building elevations, respectively.

Table 1
Proposed Floor Area Distribution

Level	Proposed Floor Area (square feet)	
	Gross	Net
Cellar Level	3,320	2,045
Ground Level	5,280	3,720
Second Level	5,370	3,810
Third Level	5,370	3,810
Penthouse	2,410	1,430
TOTALS	21,750	14,815

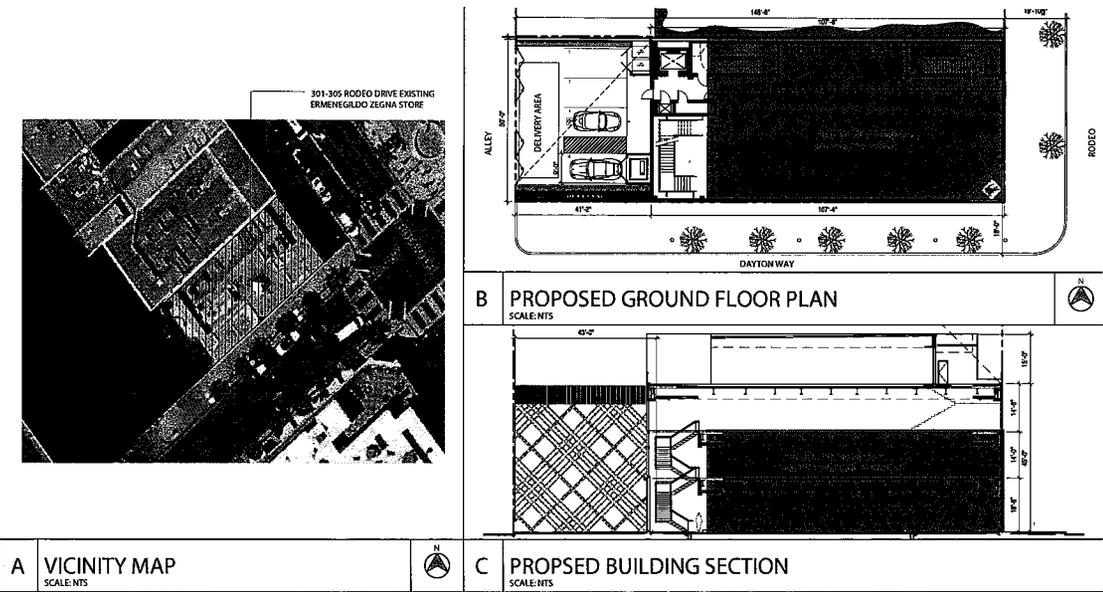
As shown in Table 1, the proposed retail building would have a gross floor area of 21,750 square feet. The proposed net floor area of 14,815 square feet was calculated, pursuant to BHMC Section 10-3-100, by subtracting the floor area of mechanical rooms and shafts, egress stairs, decorative stairs, elevator shafts and vestibules, and utility rooms. In addition to the floor space described above, the roof of the proposed building would include solar panels and an acoustical louver to reduce noise from mechanical equipment. The main entrance to the proposed retail building would consist of a set of double doors facing the intersection of N. Rodeo Drive and Dayton Way. On the western portion of the project site, a metal “screen” canopy would cover the four proposed parking spaces and loading area, while a decorative bronze “paver” would serve as the parking area’s façade along Dayton Way. Site preparation for project construction would include excavation of approximately 408 cubic yards of soil material.

3. EXISTING SITE CONDITIONS

As shown in Figure 3, the project site is a generally flat, rectangular parcel located on the northwest corner of the intersection of N. Rodeo Drive and Dayton Way in the City of Beverly Hills. The project site is generally flat and encompasses 7,430 square feet (0.17 acres). A two-story building with a gross floor area of 11,050 square feet covers approximately 60 percent of the project site. This building is currently occupied by an Ermenegildo Zegna retail store. The rear portion of the project site, located to the southwest of the existing retail building, contains a paved surface parking lot with nine parking spaces and two small islands of non-native vegetation. Figure 4 shows existing site conditions from the perspectives of N. Rodeo Drive and Dayton Way. Vehicular access to the existing parking lot is provided via a driveway on Dayton Way and an alley to the southwest of the project site. This alley allows one-way traffic from Dayton Way in the south to Brighton Way in the north.

The site is entirely built out with existing structures and surface parking, and is entirely surrounded by urban uses. The project site is bordered by an alley and a high-rise office building to the southwest and by two-to-three-story retail stores to the southeast, northeast, and northwest.

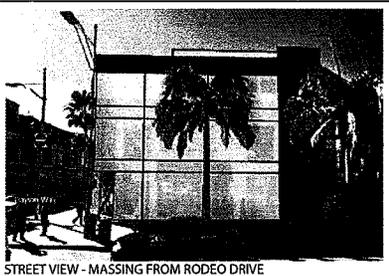




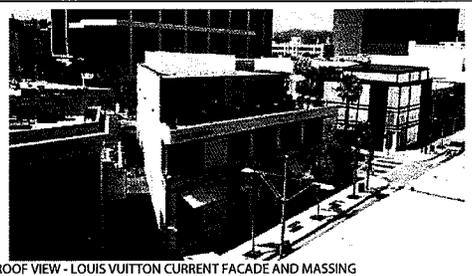
REFERENCE PHOTOS OF THE EXISTING BUILDING



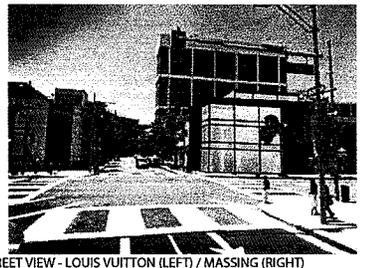
AERIAL VIEW SHOWING PROPOSED STORE MASSING



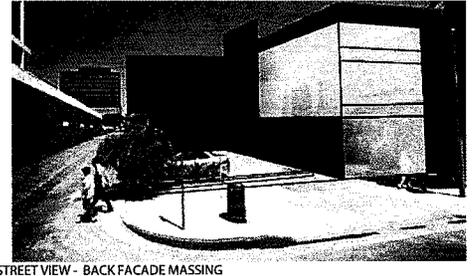
STREET VIEW - MASSING FROM RODEO DRIVE



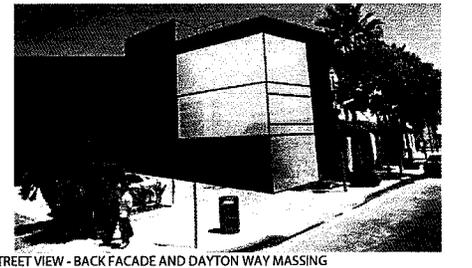
ROOF VIEW - LOUIS VUITTON CURRENT FACADE AND MASSING



STREET VIEW - LOUIS VUITTON (LEFT) / MASSING (RIGHT)



STREET VIEW - BACK FACADE MASSING



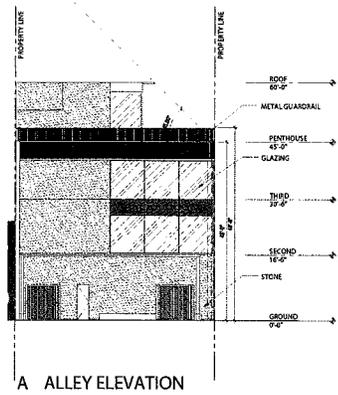
STREET VIEW - BACK FACADE AND DAYTON WAY MASSING

Proposed Site Plan and Massing

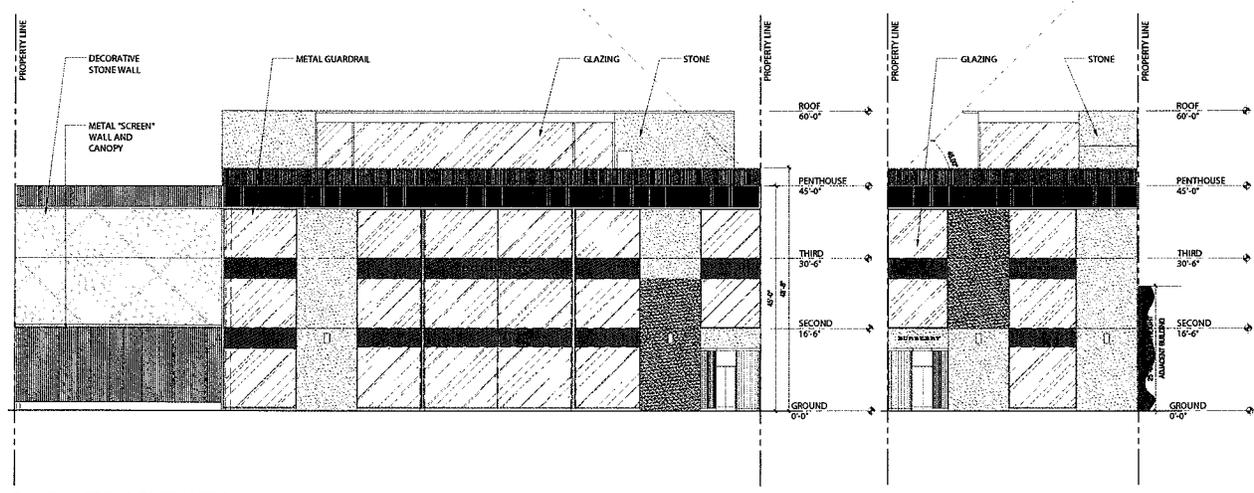
Source: Callison Barteluce, 2/14/2013

Figure 1
 City of Beverly Hills

301 N Rodeo Drive Retail Project
 CEQA Class 32 Categorical Exemption

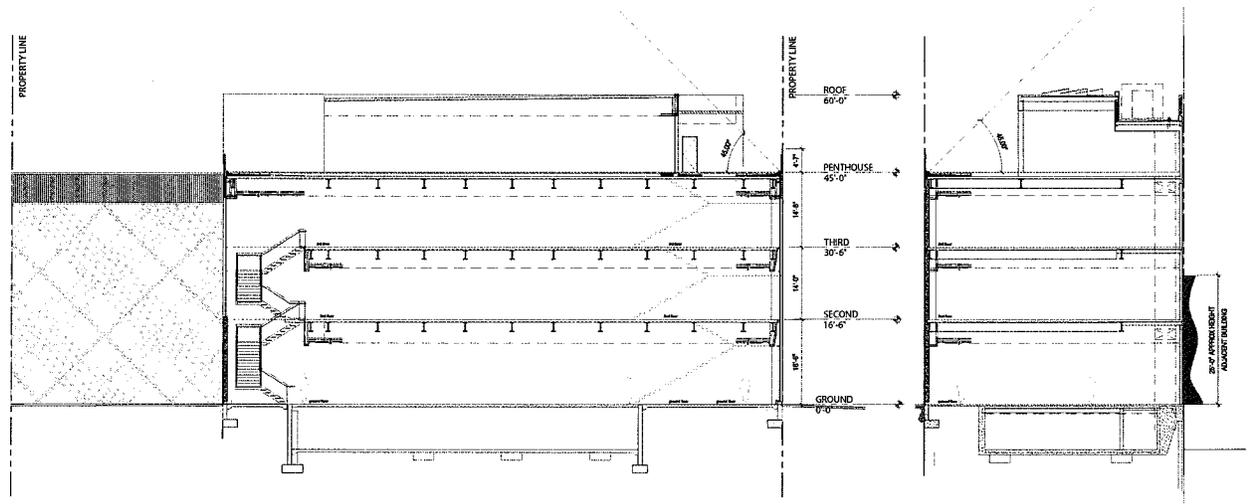


A ALLEY ELEVATION



B DAYTON ELEVATION

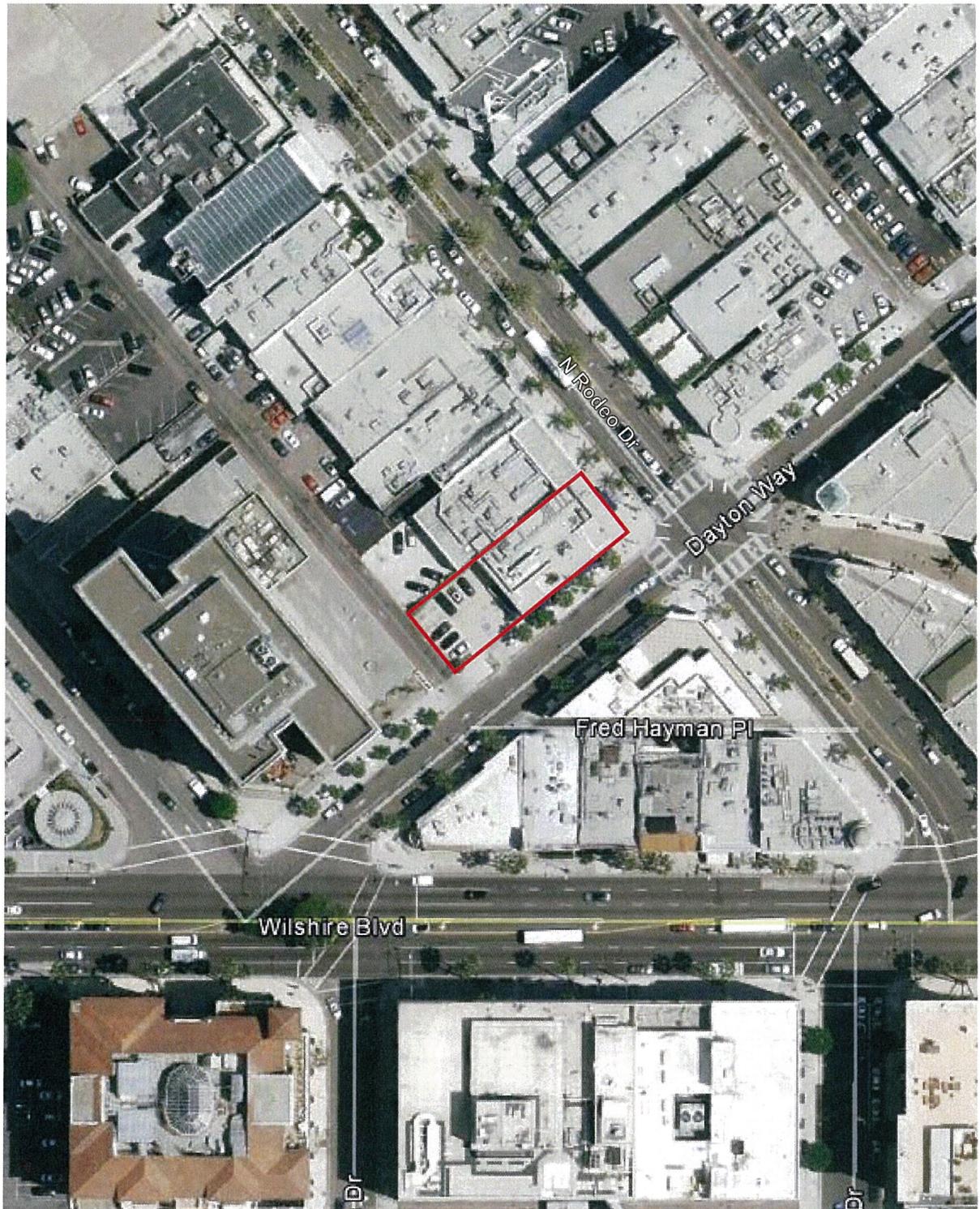
C RODEO ELEVATION



D DAYTON BUILDING SECTION

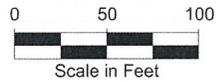
E RODEO BUILDING SECTION

Proposed Building Elevations



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 Project Site



Project Location

Figure 3
City of Beverly Hills



Photo 1 - View from N. Rodeo Drive of the existing Ermenegildo Zegna storefront on the project site.



Photo 2 - View from Dalton Way of the existing building and associated parking lot on the project site.

4. CONSISTENCY ANALYSIS

Criterion (a) *The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations.*

The City of Beverly Hills General Plan has designated the project site for low density general commercial uses. The project site is located within the C-3 Commercial Zone. Pursuant to BHMC Section 10-3-1601, the C-3 zone permits “shops for the conducting of wholesale or retail business,” among other uses. The proposed retail use would thus be consistent with the commercial zoning and land use designations of the project site.

Based on the land use designation of low density general commercial, the project site has an allowable floor-area ratio (FAR) of 2.0. At a maximum, the proposed building could contain 14,860 square feet on a site area of 7,430 square feet. With a net floor area of 14,815 square feet, as defined above in the Project Description, the proposed retail building would be within the allowed FAR of 2.0. The designation of low density general commercial also restricts building heights to 45 feet or three stories. The proposed project is a total of 60 feet in height, consisting of a rooftop penthouse structure that is allowed to exceed the otherwise applicable height limitation by 15 feet under the City’s Municipal Code provisions. Therefore, the project complies with the City’s General Plan designation of low density general commercial use.

Pursuant to BHMC Section 10-3-2730, one parking space is required per 350 square feet of floor area. However, the project site is located within an in-lieu parking district bounded by Wilshire Boulevard, Santa Monica Boulevard, and Crescent Drive, in which general retail sales and commercial activities are allowed to pay fees instead of providing parking spaces. In compliance with parking requirements, the proposed project would contribute to the City’s in-lieu parking district fund. The on-site parking lot would also include one loading space, consistent with requirements listed in Table 10-3-2741.2 of the Municipal Code.

The General Plan has several land-use policies that are relevant to the proposed project, including the following specifically applicable policies related to community character and quality and economic sustainability.

***LU 2.1 City Places: Neighborhoods, Districts, and Corridors.** Maintain and enhance the character, distribution, built form, scale, and aesthetic qualities of the City’s distinctive residential neighborhoods, business districts, corridors, and open spaces.*

Consistent: Surrounding development consists largely of one- to three-story high-end commercial development, including retail stores such as Louis Vuitton, Gucci, and Dolce & Gabbana, as well as a high-rise office building to the southwest. The proposed three-story luxury-goods retail store would be similar in form and scale to surrounding development in the Business Triangle, and would be consistent with the character and quality of the area.

***LU 2.4 Architectural and Site Design.** Require that new construction and renovation of existing buildings and properties exhibit a high level of excellence in site planning, architectural design, building materials, use of sustainable design and construction practices, landscaping,*



and amenities that contribute to the City's distinctive image and complement existing development.

Consistent: As a flagship store for Burberry, the proposed building would exhibit quality architecture and design, with façades characterized by stone and glass materials. The roof would include solar panels, as discussed in the Project Description, which is consistent with sustainable design practices.

LU 15.1 Economic Vitality and Business Revenue. Sustain a vigorous economy by supporting businesses that contribute revenue, quality services, and high-paying jobs.

Consistent: The project also would support a specialty retail store that contributes revenue to the City's economy through the sale of high-quality goods, and would contribute to the overall vitality of the Business Triangle and Rodeo Drive shopping experience by continuing use of the site for luxury retail.

Therefore, the project would be consistent with general plan policies and applicable zoning designation and regulations.

Criterion (b) *The proposed development occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses.*

The project site is located on a 0.17-acre parcel within a developed urban neighborhood. It is immediately surrounded by urban uses on all sides.

Criterion (c) *The project site has no value as habitat for endangered, rare, or threatened species.*

The project site is located within a highly developed urban area that lacks habitat that would be suitable for sensitive animal or plant species. In addition, the project site itself is largely developed with commercial uses, with the remainder covered by an impervious parking lot. As discussed in Existing Site Conditions, the project site contains two small planter areas with non-native vegetation; however, this vegetation does not provide habitat for sensitive species due to its small size, lack of native vegetation and highly urban context.

Criterion (d) *Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.*

The following discussion provides an analysis of the project's potential effects with respect to traffic, noise, air quality, and water quality.

A. TRAFFIC

Trip Generation. The proposed project would replace an existing 11,050 square-foot retail store with a new retail store of 21,750 gross square feet. Trip rates were based on estimates from Trip Generation, 8th Edition (Institute of Transportation Engineers [ITE], 2008), which are based on a compilation of empirical trip generation surveys at locations throughout the country to forecasts the number of trips that would be generated by the project. Although



the trip rate for apparel stores (ITE code 876) appears to match the proposed project’s use, the data provided by ITE for this type of use is derived from stores with a larger square footage than that of the proposed project. The trip rate for “Specialty Retail Center” (ITE code 814) was applied to the proposed project, since it is a better fit for the project’s scale and use and similar projects in the Business Triangle have used this code. As shown in Table 2, the project is expected to generate a net increase of 514 daily trips, an insignificant number of AM peak hour trips, and 32 trips during the PM peak hour.

**Table 2
 Trip Generation**

Land Use	KSF ²	Daily Trip Rate	Daily Trips	AM Trip Rate	AM Peak Hour Trips	PM Trip Rate	PM Peak Hour Trips
Proposed Project Specialty Retail Center	21.750	44.32	964	N/A	N/A	2.71	59
Less Existing Land Use Apparel Store	(10.143)	44.32	(450)	N/A	N/A	2.71	(27)
Total Trips	11.607		514		N/A		32

Source: Institute of Transportation Engineers [ITE], 2008
 KSF = thousand square feet

Traffic Impact Assessment. The City of Beverly Hills does not identify a threshold of trip generation above which a traffic study is required. However, new projects that would generate at least 50 peak-hour trips on a roadway in the Los Angeles County Metropolitan Transportation Authority’s Congestion Management Program (CMP) may trigger a CMP intersection analysis. Although the proposed project is located near Wilshire Boulevard, a principal arterial road in the CMP, it would only result in an estimated net addition of 32 PM peak hour trips. Moreover, the project site is centrally located in the walkable Business Triangle district, where customers tend to visit multiple stores per trip. Given the project’s central urban location, it is reasonable to assume that many trips to the proposed retail store would be extensions of existing trips to downtown Beverly Hills, rather than additional vehicle trips. Therefore, the project is not anticipated to trigger a significant impact at nearby intersections.

Parking Supply and Demand. The proposed project would involve demolition of eight existing parking spaces and construction of three new parking spaces under a metal “screen” canopy, and one loading space. The new parking spaces are intended only to serve the new development. According to the City of Beverly Hills Municipal Code, retail uses are required to provide one parking space per 350 square feet or approximately 2.86 spaces per 1,000 square feet. At 14,815 square feet, the proposed retail store would be required to provide approximately 43 spaces. Since the project would provide three on-site spaces, a total of 40 in-lieu parking spaces would be required. Fehr & Peers Transportation Consultants estimated project parking demand based on Parking Generation, 4th Edition (Institute of Transportation Engineers [ITE], 2010), concluding that parking demand for the project would be a maximum of 2.55 spaces per 1,000 square feet, or 55 spaces total, on non-Friday weekdays, and 2.87 spaces



per 1,000 square feet on Saturdays, or 62 spaces. Fehr & Peers' parking study for the proposed project is included in its entirety as Appendix E to this report.

The project would satisfy its parking demand (in excess of the three provided spaces) with parking available in proximate off-site public parking facilities, including the following:

- Parking Structure 1 (345 N Beverly Drive) – approximately 284 spaces
- Parking Structure 3 (9510 Brighton Way) – approximately 250 spaces
- Parking Structure 7 (241 N Canon Drive – 242 N Beverly Drive) – approximately 613 spaces, not including Level 1, which is reserved for Montage Parking, nor any spaces on Levels 2 to 4 categorized as “residential,” “reserved” or “employee”

Fehr & Peers conducted hourly parking occupancy counts in February of 2013 to determine the existing supply in the aforementioned three public parking structures. The surveys were conducted on Saturday, February 9 from 10:00 AM to 6:00 PM and on Thursday, February 21 from 10:00 AM to 6:00 PM. Based on the results of the survey, the peak parking utilization on a Thursday occurred at 1:00 PM with 205 available spaces. Peak parking utilization on a Saturday occurred at 2:00 PM with 495 available spaces. The results of the parking survey indicate that the three public parking facilities located within reasonable walking distance to the project would have sufficient parking spaces available to meet the project's off-site parking demand, and impacts would be less than significant.

Site Access. The existing retail building has ground-level parking which is accessed via a driveway along Dayton Way and an alley to the west of the project site. This alley provides access to Dayton Way to the south and Brighton Way to the north. Pedestrians can access the existing building from its front entrance at the northwest corner of N. Rodeo Drive and Dayton Way.

Based on the architect's plans for the proposed parking, users would enter and exit the proposed ground-level parking lot from the alley. The existing alley serves one-way traffic from Dayton Way to Brighton Way. Project users would enter the alley from the direction of Dayton Way and exit the alley via Brighton Way. No changes would be made to the alley as part of this project. As the proposed parking lot would only have three parking spaces, a low volume of traffic would be expected to enter and exit the parking lot from and to the alley. Therefore, new issues with regard to site access are not anticipated. Pedestrians will continue to have direct access to the project site from the northwest corner of N. Rodeo Drive and Dayton Way.

Construction Traffic. Construction traffic impacts are identified as significant on roadway facilities if the construction of a project creates a prolonged impact due to lane closure, emergency vehicle access, traffic hazards to bicycles and/or pedestrians, damage to the roadbed, truck traffic on roadways not assigned as truck routes, and other similar impediments to circulation. Based on the following assumptions, it is not anticipated that project construction would cause significant traffic impacts:

- It is anticipated that the construction vehicles and construction workers would be accessing the site from either Dayton Way or N. Rodeo Drive. Both roadways are designated truck routes within the City limits (Beverly Hills, 2010). It is unlikely that the influx of construction vehicles at the levels that would be generated by the project would significantly disrupt traffic along these roadways.



- The project's construction traffic is not anticipated to affect emergency vehicle access or create hazards to bicycles and pedestrians.
- The total number of construction trips would be staggered throughout the day, with most trips occurring during off-peak hours.

To reduce temporary disruptions on the adjacent roadway network due to construction activities, the project would be expected to comply with the standard City of Beverly Hills condition of approval requiring preparation and approval of a Construction Management Plan prior to the initiation of construction activities. The plan would address the following items:

- Maintain existing access for land uses in proximity of the project site during project construction.
- Schedule deliveries and hauling of construction materials to non-peak travel periods, including night hours and weekends.
- Coordinate deliveries and hauling to reduce the potential of trucks waiting to load or unload for extended periods of time.
- Minimize obstruction of through traffic lanes on N. Rodeo Drive and Dayton Way.
- Meet the requirements of the Community Development and Public Works/Transportation Departments with respect to construction scheduling and coordination with other construction near the project site, heavy hauling and material delivery routing, types of trucks, use limitations per hour, hours of operations, traffic plan submission for different stages, pedestrian and vehicular access, street use permit process, daily street cleanliness and maintenance and safety after work, parking management for construction workers, carpooling, and scheduled construction interruptions due to special events on Rodeo Drive.
- Coordinate with adjacent businesses and emergency service providers to ensure adequate access exists to the project site and neighboring businesses.

Additionally, the maximum number of construction parking spaces would be identified, and the applicant would be required to accommodate parking either at the project site or at a nearby site where workers would be transported. With the provision of such parking, it is anticipated that for workers traveling to the project site there would be sufficient on-site access. Therefore, no additional management plans for construction workers are necessary.

Finally, it should be noted that construction traffic impacts are temporary by their nature, and would have no effect on traffic and circulation beyond the construction period.

Conclusion. The assessment of traffic impacts, parking supply and demand, and site access determined that there would be no significant impacts.

B. NOISE

Noise Characteristics and Measurement. Noise level (or volume) is generally measured in decibels (dB) using the A-weighted sound pressure level (dBA). The A-weighting scale is an adjustment to the actual sound power levels to be consistent with that of human hearing response, which is most sensitive to frequencies around 4,000 Hertz (about the highest note on a piano) and less sensitive to low frequencies (below 100 Hertz).



One of the most frequently used noise metrics that considers duration as well as sound power level is the equivalent noise level (L_{eq}). The L_{eq} is defined as the steady A-weighted level that is equivalent to the same amount of energy as that contained in the actual time-varying levels over a period of time (essentially, L_{eq} is the average sound level).

Noise Standards. The City of Beverly Hills' General Plan incorporates comprehensive goals, policies, and implementing actions related to noise and acceptable noise levels. These policies address unnecessary, excessive, and annoying noise levels and sources, such as vehicles, construction, special sources (e.g., radios, musical instrument, animals, etc.) and stationary sources (e.g., heating and cooling systems, mechanical rooms, etc.). For traffic-related noise, impacts would be significant if project-generated traffic results in exposure of sensitive receptors to unacceptable noise levels. The May 2006 Transit Noise and Vibration Impact Assessment created by the Federal Transit Administration (FTA) recommendations were used to determine whether or not increases in roadway noise would be considered significant. The allowable noise exposure increase changes with increasing noise exposure, such that lower ambient noise levels have a higher allowable noise exposure increase.

Table 3 shows the significance thresholds for increases in traffic related noise levels caused by the project.

Table 3
Significance of Changes in
Operational Roadway Noise Exposure

Ldn or Leq in dBA	
Existing Noise Exposure	Allowable Noise Exposure Increase
45-50	7
50-55	5
55-60	3
60-65	2
65-70	1
75+	0

Source: Federal Transit Administration (FTA), May 2006

If residential development or other sensitive receptors would be exposed to traffic noise increases exceeding the above criteria, impacts would be significant. Impacts relating to on-site activities would be significant when project-related activities create noise exceeding the standards as identified by the applicable noise zone for the project site. The project is located in an area zoned for commercial use. The nearest sensitive receptors to the project site are hotels located approximately 350 feet southwest of the project site and 375 feet to the northwest, as well as multi-family residences situated approximately 425 feet to the south.

Construction Noise. The grading phase of project construction tends to create the highest construction noise levels because of the operation of heavy equipment. The project would result in temporary noise level increases during site preparation, demolition, paving,



and building. As shown in Table 4, noise levels associated with heavy equipment typically range from about 76 to 95 dBA at 25 feet from the source.

**Table 4
 Typical Noise Levels at
 Construction Sites**

Equipment	Typical Level (dBA) 25 Feet from the Source
Air Compressor	87
Backhoe	86
Concrete Mixer	91
Paver	95
Saw	76
Scraper	95
Truck	94

*Source: Hanson, Towers, and Meister, May 2006.
 Note: Pile drivers are not permitted onsite pursuant
 to the City of Beverly Hills Building and Safety
 Department (Ryan Gohlich, personal
 communication, April 2012).*

Pursuant to the City’s noise ordinance (BHMC Section 5-1-202), a significant impact would occur if construction activities occurring on the project site would result in an increase of 5 dBA above the ambient level outside the hours permitted by the City’s noise ordinance (i.e., between the hours of 6:00 PM and 8:00 AM on weekdays, or at any time on Saturday, Sunday, or a public holiday).

To determine existing ambient noise levels on the project site, two 15-minute noise measurements were taken on the project site between 12:30 p.m. and 1:30 p.m. on March 28, 2013, using an ANSI Type II integrating sound level meter. The first noise measurement was located at the northeast corner of the project site, for the purpose of estimating noise levels from traffic on N. Rodeo Drive. The second noise measurement was located at the southwest corner of the project site, so as to estimate traffic noise from Dayton Way and Wilshire Boulevard. Figure 5 shows the on-site noise measurement locations, and Table 5 identifies the measured noise levels.

**Table 5
 On-Site Noise Measurement Results**

Measurement Number	Measurement Location	Distance from Nearest Roadway	Sample Time	Leq (dBA)
1	Northeast portion of project site along N. Rodeo Drive	40 feet ¹	Weekday midday	65.1
2	Southwest portion of project site along Dayton Way	30 feet ²	Weekday midday	61.3

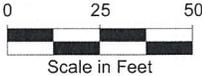
*Source: Field visit on March 28, 2013 using ANSI Type II Integrating sound level meter.
 1: Distance is from the approximate centerline of N. Rodeo Drive.
 2: Distance is from the approximate centerline of Dayton Way.
 Refer to Appendix A for noise monitoring data sheets*





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-  Project Site
-  Noise Measurement Location



Noise Measurement Locations

Figure 5
City of Beverly Hills

As shown above in Table 5, noise levels were measured at 65.1 dBA Leq along N. Rodeo Drive and 61.3 dBA Leq along Dayton Way. Therefore, based on the typical noise levels shown in Table 4, noise levels would be anticipated to exceed ambient noise levels by more than 5 dBA during construction. However, these noise levels would occur during the daytime in accordance with the permitted hours stipulated in the Municipal Code, and would be temporary, occurring only during certain construction phases. As noted above, the nearest sensitive receptors to the project site are hotels to the northwest and southeast of the site and multi-family residences to the south. These receptors are located no closer than 350 feet to the project site. Construction noise would occur only during the daytime, and only on weekdays. Therefore, construction of the project would not result in any significant noise impacts to area sensitive receptors.

Construction Vibration. Vibration is a unique form of noise. It is unique because its energy is carried through buildings, structures, and the ground, whereas noise is simply carried through the air. Thus, vibration is generally felt rather than heard. Some vibration effects can be caused by noise; e.g., the rattling of windows from truck pass-bys. This phenomenon is caused by the coupling of the acoustic energy at frequencies that are close to the resonant frequency of the material being vibrated. Typically, groundborne vibration generated by manmade activities attenuates rapidly as distance from the source of the vibration increases and vibration rapidly diminishes in amplitude with distance from the source. The ground motion caused by vibration is measured as particle velocity in inches per second and is referenced as vibration decibels (VdB) in the U.S.

The vibration velocity level threshold of perception for humans is approximately 65 VdB. A vibration velocity of 75 VdB is the approximate dividing line between barely perceptible and distinctly perceptible levels for many people. Most perceptible indoor vibration is caused by sources within buildings such as operation of mechanical equipment, movement of people, or the slamming of doors. Typical outdoor sources of perceptible groundborne vibration are construction equipment, steel wheeled trains, and traffic on rough roads. If a roadway is smooth, the groundborne vibration from traffic is barely perceptible. The range of interest is from approximately 50 VdB, which is the typical background vibration velocity, to 100 VdB, which is the general threshold where minor damage can occur in fragile buildings.

Significant impacts occur when vibration or groundborne noise levels exceed the Federal Railroad Administration (FRA) maximum acceptable level threshold of 65 VdB for buildings where low ambient vibration is essential for interior operations (such as hospitals and recording studios), 72 VdB for residences and buildings where people normally sleep, including hotels, and 75 VdB for institutional land uses with primary daytime use (such as churches and schools).

Construction activities that would occur on the project site have the potential to generate groundborne vibration. Table 6 identifies various vibration velocity levels for the types of construction equipment that are likely to operate at the project site during construction.



Table 6
Vibration Source Levels for Construction Equipment

Equipment	Approximate VdB			
	50 Feet	100 Feet	200 Feet	400 Feet
Large Bulldozer	81	75	69	63
Loaded Trucks	80	74	68	62
Jackhammer	73	67	61	55
Small Bulldozer	52	46	40	34

Source: Federal Railroad Administration, 1998

Based on the information presented in Table 6, vibration levels could be approximately 63 VdB at the existing hotels located 350 feet southwest of the project site and 375 feet to the northwest, as well as at multi-family residences situated 425 feet to the south. As noted above, impacts would be significant if vibration levels exceeded 72 VdB during recognized sleep hours (as established by the Federal Railway Administration for places where people normally sleep). Therefore, the project would not exceed the groundborne velocity threshold level of 72 VdB at sensitive receptors. In addition, the project would not exceed vibration levels that could potentially damage nearby buildings.

Construction activity would be temporary, and the use of heavy equipment would be primarily limited to the demolition, excavation, site preparation and exterior construction phases. As construction of the outer shell of the building progresses, the building itself would contain much of the construction activity, and the likelihood of utilizing bulldozers and jackhammers decreases. Trucks would still be anticipated to bring construction materials to the site, which may periodically generate vibrations that would be felt by nearby receptors; however, the vibrations would not be likely to persist for long periods.

Construction activities and associated vibration levels would be limited to daytime hours between 8:00 AM to 6:00 PM Monday through Friday per Section 5-1-206 of Article 2 of the Municipal Code. Therefore, vibration levels would be unlikely to affect sensitive receptors at hotels and residential uses that are usually sensitive to vibration levels when sleep is disturbed. Construction noise would occur only during the daytime, and only on weekdays. Because vibration would be a temporary impact during construction and because of the ample distance to sensitive receptors, impacts would be less than significant.

Operational Noise. The most important type of operational noise in the project vicinity is motor vehicle traffic, including automobiles, trucks, buses, and motorcycles. Among area roadways, N. Rodeo Drive produces the highest level of noise from traffic, due to its proximity to the project site and its nearly constant stream of traffic during daylight hours. Secondary sources of roadway noise include Dayton Way and Wilshire Boulevard. Additionally, pedestrian activity on the sidewalks of N. Rodeo Drive and Dayton Way contributes to the local noise environment. As shown above in Table 5, on-site noise measurements indicated an ambient noise level of 65.1 dBA Leq along N. Rodeo Drive and 61.3 dBA Leq along Dayton Way.



To evaluate the project’s impacts on traffic noise, noise levels associated with existing and project-generated traffic were calculated using the Federal Highway Administration’s Traffic Noise Model (TNM) 2.5 lookup tables (noise modeling data sheets can be viewed in Appendix B of this document). The model calculations are based on existing traffic flow data updated in February 2013 by the City of Beverly Hills and project-generated traffic which has been estimated from ITC trip generation factors. Therefore, this analysis represents a reasonable maximum scenario for traffic noise levels. Because the City does not have recent two-way traffic data for Dayton Way, traffic noise was modeled only for Rodeo Drive. Table 7 shows the changes in noise levels that are attributable to project-generated traffic.

**Table 7
 Noise Levels Associated with Traffic on Area Roadways¹ (dBA CNEL)**

	Existing Peak Hour ADT ²	Existing Plus Project Peak Hour ADT ²	Existing Peak Hour Equivalent Sound Level (dBA)	Existing Plus Project Peak Hour Equivalent Sound Level (dBA)	Sound Level Increase (dBA)
Rodeo Drive	1,000	1,033	66.5	66.7	0.2

1: At a distance of 50 feet from roadway centerline.

2: Estimated traffic during a.m. peak hours (7:00 a.m. to 9:00 a.m.) or p.m. peak hours (4 a.m. to 6 p.m.) was used to provide a reasonable maximum estimate of hourly traffic noise.

See Noise Modeling Data sheets in Appendix B of this document.

As shown in Table 7, the existing noise level on N. Rodeo Drive in Beverly Hills is estimated at 66.5 dBA. This modeled noise level is slightly higher than the measured noise level of 65.1 dBA along N Rodeo Drive, which could reflect greater traffic volumes during peak hours. The maximum change in noise levels due to the proposed project would be a 0.2 dBA increase on N. Rodeo Drive. Based on the estimated existing noise level and the FTA thresholds shown in Table 3, the allowable noise increase due to project-generated traffic would be 1 dBA. As the anticipated increase in noise resulting from operation of the proposed project would not exceed this threshold, noise levels would not increase substantially relative to existing conditions.

Conclusion. The proposed project is not expected to result in a significant long-term increase in traffic noise levels, and temporary construction noise would be less than significant, based on compliance with the City’s time restrictions on construction activities, contained in the City’s Municipal Code. The project does not propose any operational changes that would be expected to have an effect on daily on-site operational noise generated by the existing building. Therefore, noise-related impacts resulting from implementation of the proposed project would be less than significant.

C. AIR QUALITY

A significant adverse air quality impact may occur when a project individually or cumulatively interferes with progress toward the attainment of the ozone standard by releasing emissions that equal or exceed the established long term quantitative thresholds for pollutants, or causes an exceedance of a state or federal ambient air quality standard for any criteria pollutant. The project site is located within the South Coast Air Basin and falls under the jurisdiction of the South Coast Air Quality Management District (SCAQMD). This air quality analysis conforms to



the methodologies recommended in the South Coast Air Quality Management District CEQA Air Quality Handbook (1993). The following significance thresholds have been recommended by the SCAQMD for project operations within the South Coast Air Basin:

- 55 pounds per day of ROG
- 55 pounds per day of NO_x
- 550 pounds per day of CO
- 150 pounds per day of PM₁₀
- 55 pounds per day of PM_{2.5}

Construction-related air quality impacts are considered significant if emissions associated with construction activity would exceed adopted SCAQMD thresholds. Temporary construction emission thresholds have been recommended by the SCAQMD on a daily basis as follows:

- 75 pounds per day of ROG
- 100 pounds per day of NO_x
- 550 pounds per day of CO
- 150 pounds per day of PM₁₀
- 55 pounds per day of PM_{2.5}

In addition to the regional air quality thresholds shown above, SCAQMD has also developed Localized Significance Thresholds (LSTs) in response to the Governing Board's Environmental Justice Enhancement Initiative (1-4), which was prepared to update the SCAQMD's CEQA Air Quality Handbook. LSTs were devised in response to concern regarding exposure of individuals to criteria pollutants in local communities. LSTs represent the maximum emissions from a project that will not cause or contribute to an air quality exceedance of the most stringent applicable federal or state ambient air quality standard at the nearest sensitive receptor, taking into consideration ambient concentrations in each source receptor area (SRA), project size, distance to the sensitive receptor, etc. However, LSTs only apply to emissions within a fixed stationary location, including idling emissions during both project construction and operation. LSTs have been developed for NO_x, CO, PM₁₀ and PM_{2.5}. LSTs are not applicable to mobile sources such as cars on a roadway (Final Localized Significance Threshold Methodology, SCAQMD, June 2003). As such, LSTs for operational emissions would not apply to the proposed project as the majority of emissions would be generated by cars on the roadways.

Operational Emissions. Long-term operational emissions associated with the proposed project are those associated with vehicle trips (mobile emissions) and the use of natural gas, consumer products, and architectural coatings (area source emissions) upon buildout of the project. Pollutant emissions associated with the proposed project were quantified using the CalEEMod air quality model based on the proposed use and the number of associated vehicle trips generated by the project as discussed above. For the purpose of this project, operational emissions were calculated based on the net increase in retail space between the existing to proposed buildings, as the additional increment of retail space would drive changes in emissions. The estimate of operational emissions includes both emissions from vehicle trips and from electricity and natural gas consumption. Based on the ITE generation rate for specialty retail centers, operation of the project was assumed to result in 44.324 trips per day.



Table 8 provides the estimated net increase in operational emissions that would result from implementation of the proposed project. Please refer to Appendix C for complete modeling results.

**Table 8
 Unmitigated Operational Emissions**

	Emissions (lbs/day)			
	ROG	NO _x	CO	PM ₁₀
Emissions	2.55	5.17	20.89	3.83
SCAQMD Thresholds	55	55	550	150
Exceed Thresholds?	No	No	No	No

Source: CalEEMod 2012.

Note: Please see Appendix C for complete modeling results. Summer construction and operational emissions were modeled and reported for a conservative estimate of project emissions, since emission estimates are typically higher in the summer months compared to the winter months. Summer emission estimates report the most conservative pounds-per-day of emissions associated with the project, which are then compared to the SCAQMD thresholds measured in pounds-per-day. The CalEEMod emissions model shows the maximum day in the summer months, which results in a conservative estimate of project emissions. The annual emissions listed in the tables in Appendix C show the average annual emissions over the year. These estimates are used for analysis of greenhouse gas emissions impacts, since the greenhouse gas emission thresholds are based on metric tons per year.

As shown, the emissions generated by the proposed project would not exceed the SCAQMD's daily operational thresholds for any pollutant and would not significantly affect regional air quality. Therefore, the impact is less than significant for the proposed project.

Construction Emissions. Development of the proposed project would involve demolition, site grading, excavation, new building construction, and other construction-related activities that have the potential to generate substantial air pollutant emissions. Temporary construction emissions from these activities were estimated using the CalEEMod air quality model. In contrast to the methodology for operational emissions, constructions emissions were estimated based on the gross amount of proposed retail space. Table 9 shows the maximum daily construction emissions.

As indicated in Table 9, emissions from construction activities would not exceed SCAQMD daily significance thresholds. Therefore, construction activities would not result in any significant construction-related air quality impacts.

**Table 9
 Estimated Maximum Daily Emissions
 During Construction (pounds per day)**

	ROG	NO _x	CO	PM ₁₀	PM _{2.5}
Emissions	50.45	36.76	23.45	3.47	1.98
SCAQMD Threshold (peak day)	75	100	550	150	55



Exceed SCAQMD Threshold?	No	No	No	No	No
<i>Localized Significance Thresholds¹</i>	N/A	103	562	4	3
Exceed LST?	No	No	No	No	No

Source: CalEEMod 2012.

¹ Allowable emissions (lbs/day) as a function of receptor distance (25 meters) from site boundary. LST for Source Receptor Area 2: Northwest Coastal LA County. Source: <http://www.aqmd.gov/ceqa/handbook/lst/appC.pdf>

Note: Please see Appendix C for complete modeling results. Summer construction and operational emissions were modeled and reported for a conservative estimate of project emissions, since emission estimates are typically higher in the summer months compared to the winter months. Summer emission estimates report the most conservative pounds-per-day of emissions associated with the project, which are then compared to the SCAQMD thresholds measured in pounds-per-day. The CalEEMod emissions calculator model shows the maximum day in the summer months, which results in a conservative estimate of project emissions. The annual emissions listed in the tables in Appendix C show the average annual emissions over the year. These estimates are used for analysis of greenhouse gas emissions impacts, since the greenhouse gas emission thresholds are based on metric tons per year.

Conclusion. The proposed project would not generate significant air quality impacts. Additionally, as discussed in the Traffic section, this project would not result in significant traffic impacts. Thus, the project would not require analysis for CO hotspots, based on the recommendations contained in Caltrans' Transportation Project CO Protocol Manual.

D. GREENHOUSE GAS EMISSIONS

Climate Change and Greenhouse Gases. Climate change is the observed increase in the average temperature of the Earth's atmosphere and oceans along with other substantial changes in climate (such as wind patterns, precipitation, and storms) over an extended period of time. The term "climate change" is often used interchangeably with the term "global warming," but "climate change" is preferred to "global warming" because it helps convey that there are other changes in addition to rising temperatures. The baseline against which these changes are measured originates in historical records identifying temperature changes that have occurred in the past, such as during previous ice ages. The global climate is continuously changing, as evidenced by repeated episodes of substantial warming and cooling documented in the geologic record. The rate of change has typically been incremental, with warming or cooling trends occurring over the course of thousands of years. The past 10,000 years have been marked by a period of incremental warming, as glaciers have steadily retreated across the globe. However, scientists have observed acceleration in the rate of warming during the past 150 years. Per the United Nations Intergovernmental Panel on Climate Change (IPCC, 2007), the understanding of anthropogenic warming and cooling influences on climate has led to a high confidence (90% or greater chance) that the global average net effect of human activities since 1750 has been one of warming. The prevailing scientific opinion on climate change is that most of the observed increase in global average temperatures, since the mid-20th century, is likely due to the observed increase in anthropogenic GHG concentrations (IPCC, 2007).

Gases that absorb and re-emit infrared radiation in the atmosphere are called greenhouse gases (GHGs). GHGs are present in the atmosphere naturally, are released by natural sources, or are formed from secondary reactions taking place in the atmosphere. The gases that are widely seen as the principal contributors to human-induced climate change include carbon dioxide (CO₂), methane (CH₄), nitrous oxides (N₂O), fluorinated gases such as hydrofluorocarbons



(HFCs) and perfluorocarbons (PFCs), and sulfur hexafluoride (SF₆). Water vapor is excluded from the list of GHGs because it is short-lived in the atmosphere and its atmospheric concentrations are largely determined by natural processes, such as oceanic evaporation.

GHGs are emitted by both natural processes and human activities. Of these gases, CO₂ and CH₄ are emitted in the greatest quantities from human activities. Emissions of CO₂ are largely by-products of fossil fuel combustion, whereas CH₄ results from off-gassing associated with agricultural practices and landfills. Man-made GHGs, many of which have greater heat-absorption potential than CO₂, include fluorinated gases and sulfur hexafluoride (SF₆) (California Environmental Protection Agency [CalEPA], 2006). Different types of GHGs have varying global warming potentials (GWPs). The GWP of a GHG is the potential of a gas or aerosol to trap heat in the atmosphere over a specified timescale (generally, 100 years). Because GHGs absorb different amounts of heat, a common reference gas (CO₂) is used to relate the amount of heat absorbed to the amount of the gas emissions, referred to as “carbon dioxide equivalent” (CO₂E), and is the amount of a GHG emitted multiplied by its GWP. Carbon dioxide has a GWP of one. By contrast, methane (CH₄) has a GWP of 21, meaning its global warming effect is 21 times greater than carbon dioxide on a molecule per molecule basis (IPCC, 1997).

The accumulation of GHGs in the atmosphere regulates the earth’s temperature. Without the natural heat trapping effect of GHG, Earth’s surface would be about 34° C cooler (CalEPA, 2006). However, it is believed that emissions from human activities, particularly the consumption of fossil fuels for electricity production and transportation, have elevated the concentration of these gases in the atmosphere beyond the level of naturally occurring concentrations.

Based upon the California Air Resources Board (ARB) *California Greenhouse Gas Inventory for 2000-2009* (<http://www.arb.ca.gov/cc/inventory/data/data.htm>), California produced 453 MMT CO₂E in 2008. The major source of GHG in California is transportation, contributing 38% of the state’s total GHG emissions. Electricity generation is the second largest source, contributing 23% of the state’s GHG emissions (ARB, June 2010). California emissions are due in part to its large size and large population compared to other states. Another factor that reduces California’s per capita fuel use and GHG emissions, as compared to other states, is its relatively mild climate. ARB has projected statewide unregulated GHG emissions for the year 2020, which represent the emissions that would be expected to occur in the absence of any GHG reduction actions, will be 596 MMT CO₂E (ARB, 2007).

Regulatory Setting. Assembly Bill (AB) 1493 (2002), referred to as “Pavley,” requires ARB to develop and adopt regulations to achieve “the maximum feasible and cost-effective reduction of GHG emissions from motor vehicles.” On June 30, 2009, EPA granted the waiver of Clean Air Act preemption to California for its greenhouse gas emission standards for motor vehicles beginning with the 2009 model year. Pavley I took effect for model years starting in 2009 to 2016 and Pavley II, which is now referred to as “LEV (Low Emission Vehicle) III GHG” will cover 2017 to 2025. Fleet average emission standards would reach 22 per cent reduction by 2012 and 30 per cent by 2016.

In 2005, Governor Schwarzenegger issued Executive Order S-3-05, establishing statewide GHG emissions reduction targets. Executive Order (EO) S-3-05 provides that by 2010, emissions shall



be reduced to 2000 levels; by 2020, emissions shall be reduced to 1990 levels; and by 2050, emissions shall be reduced to 80% of 1990 levels (CalEPA, 2006). In response to EO S-3-05, CalEPA created the Climate Action Team (CAT), which in March 2006 published the Climate Action Team Report (the "2006 CAT Report") (CalEPA, 2006). The 2006 CAT Report identified a recommended list of strategies that the state could pursue to reduce GHG emissions. These are strategies that could be implemented by various state agencies to ensure that the emission reduction targets in EO S-3-05 are met and can be met with existing authority of the state agencies. The strategies include the reduction of passenger and light duty truck emissions, the reduction of idling times for diesel trucks, an overhaul of shipping technology/infrastructure, increased use of alternative fuels, increased recycling, and landfill methane capture, etc.

California Regulations. California's major initiative for reducing GHG emissions is outlined in Assembly Bill 32 (AB 32), the "California Global Warming Solutions Act of 2006," signed into law in 2006. AB 32 codifies the Statewide goal of reducing GHG emissions to 1990 levels by 2020 (essentially a 15% reduction below 2005 emission levels; the same requirement as under S-3-05), and requires ARB to prepare a Scoping Plan that outlines the main State strategies for reducing GHGs to meet the 2020 deadline. In addition, AB 32 requires ARB to adopt regulations to require reporting and verification of statewide GHG emissions.

After completing a comprehensive review and update process, the ARB approved a 1990 statewide GHG level and 2020 limit of 427 MMT CO₂E. The Scoping Plan was approved by ARB on December 11, 2008, and includes measures to address GHG emission reduction strategies related to energy efficiency, water use, and recycling and solid waste, among other measures. The Scoping Plan includes a range of GHG reduction actions that may include direct regulations, alternative compliance mechanisms, monetary and non-monetary incentives, voluntary actions, and market-based mechanisms.

Executive Order S-01-07 was enacted on January 18, 2007. The order mandates that a Low Carbon Fuel Standard ("LCFS") for transportation fuels be established for California to reduce the carbon intensity of California's transportation fuels by at least 10% by 2020.

Senate Bill (SB) 97, signed in August 2007, acknowledges that climate change is an environmental issue that requires analysis in California Environmental Quality Act (CEQA) documents. In March 2010, the California Resources Agency (Resources Agency) adopted amendments to the State CEQA Guidelines for the feasible mitigation of GHG emissions or the effects of GHG emissions. The adopted guidelines give lead agencies the discretion to set quantitative or qualitative thresholds for the assessment and mitigation of GHGs and climate change impacts.

Senate Bill (SB) 375, signed in August 2008, enhances the State's ability to reach AB 32 goals by directing ARB to develop regional greenhouse gas emission reduction targets to be achieved from vehicles for 2020 and 2035. SB 375 directs each of the state's 18 major Metropolitan Planning Organizations (MPO) to prepare a "sustainable communities strategy" (SCS) that contains a growth strategy to meet these emission targets for inclusion in the Regional Transportation Plan (RTP). On September 23, 2010 ARB adopted final regional targets for reducing greenhouse gas emissions from 2005 levels by 2020 and 2035.



ARB Resolution 07-54 establishes 25,000 metric tons of GHG emissions as the threshold for identifying the largest stationary emission sources in California for purposes of requiring the annual reporting of emissions. This threshold is just over 0.005% of California's total inventory of GHG emissions for 2004.

In April 2011, Governor Brown signed SB 2X requiring California to generate 33% of its electricity from renewable energy by 2020.

CEQA Requirements. Pursuant to the requirements of SB 97, the Resources Agency has adopted amendments to the State CEQA Guidelines for the feasible mitigation of GHG emissions or the effects of GHG emissions. The adopted CEQA Guidelines provide general regulatory guidance on the analysis and mitigation of GHG emissions in CEQA documents, but contain no suggested thresholds of significance for GHG emissions. Instead, they give lead agencies the discretion to set quantitative or qualitative thresholds for the assessment and mitigation of GHGs and climate change impacts. The general approach to developing a Threshold of Significance for GHG emissions is to identify the emissions level for which a project would not be expected to substantially conflict with existing California legislation adopted to reduce statewide GHG emissions needed to move the state towards climate stabilization. If a project would generate GHG emissions above the threshold level, its contribution to cumulative impacts would be considered significant. To date, the Bay Area Air Quality Management District (BAAQMD), the South Coast Air Quality Management District (SCAQMD), and the San Joaquin Air Pollution Control District (SJVAPCD) have adopted quantitative significance thresholds for GHGs. The SCAQMD threshold, which was adopted in December 2008, considers emissions of over 10,000 metric tons CO₂E /year to be significant. However, the SCAQMD's threshold applies only to stationary sources and is expressly intended to apply only when the SCAQMD is the CEQA lead agency. Note that no air district has the power to establish definitive thresholds that will completely relieve a lead agency of the obligation to determine significance on a case-by-case basis for a specific project. Currently, the recommended threshold by SCAQMD for all land use types is 3,000 metric tons CO₂E per year (SCAQMD, 2010).

Construction Emissions. Based on the CalEEMod model results, construction activity for the project would generate an estimated 116.2 metric tons CO₂E (as shown in Table 10) during construction. Amortized over a 30-year period (the assumed life of the project), construction of the proposed project would generate an estimated 3.87 metric tons CO₂E per year. Emissions from construction are amortized for the purpose of comparison with annual operational emissions over the estimated 30-year life of the project.

Table 10
Estimated Construction Emissions of
Greenhouse Gases

	Construction Emissions (CO₂E)
Total Emissions	116.2 metric tons
Amortized over 30 years	3.87 metric tons per year

Source: CalEEMod, 2012. See Appendix C for GHG emission worksheets and assumptions.



Operational Indirect, Stationary Direct, and Mobile Emissions.

Energy Use and Area Sources. Operation of the proposed project would consume both electricity and natural gas (see Appendix C for calculations). Project operation would consume an estimated 175,972 kilowatt-hours [kWh] of electricity per year (refer to Appendix C). The generation of electricity used by the project would occur at offsite power plants, much of which would be generated by the combustion of fossil fuels that yields CO₂, and to a smaller extent N₂O and CH₄. As discussed above, annual electricity and natural gas emissions was calculated using the CalEEMod computer program, which has developed emission factors, based on the mix of fossil-fueled generation plants, hydroelectric power generation, nuclear power generation, and alternative energy sources associated with the regional grid. Other stationary direct sources include consumer products, area architectural coatings, and landscaping equipment.

Solid Waste. The CalEEMod output for greenhouse gas emissions from solid waste relies on current waste disposal rates provided by CalRecycle. The project is assumed to have a waste diversion rate of 78 percent, which is standard in the City of Beverly Hills. Based on these inputs, it is anticipated that the project would increase emissions of CO₂e by approximately 1.12 tons per year, relative to existing levels on-site, due to the generation of solid waste.

Water Use. Based on the CalEEMod model results, operation of the proposed project would increase CO₂e emissions by approximately 5.30 tons per year under business-as-usual conditions.

Transportation. Mobile emissions resulting from operation of the project are estimated to be approximately 552.69 tons of CO₂e per year. It is important to note that this estimate is based on the average daily trip generation rate for a specialty retail center (ITE Code 814). As discussed in the Traffic section above, this rate is likely to overestimate the level of traffic generated by the project. Consequently, operational emissions from transportation would probably be lower.

Combined Construction, Stationary and Mobile Source Emissions. Table 11 combines the construction, operational (energy use, solid waste, and water use emissions), and mobile GHG emissions associated with the proposed project, which would total approximately 611.47 metric tons CO₂E per year. This total represents approximately 0.0002% of California's 2009 emissions of 453 MMT. These emission projections indicate that the vast majority of the project GHG emissions are associated with vehicle trips. It should be noted that mobile emissions are in part a redirection of existing travel to other locations, and so may already be a part of the total California GHG emissions.



**Table 11
 Combined Annual Emissions of Greenhouse Gases**

Emission Source	Annual Emissions (CO ₂ e)
Construction	3.87 metric tons (amortized, as shown in Table 10 above)
Operational Energy Use and Area Sources Solid Waste Water	48.49 metric tons 1.12 metric tons 5.30 metric tons
Mobile Transportation	552.69 metric tons
Total	611.47 metric tons

Source: CalEEMod, 2012. See Appendix C for GHG emission worksheets and assumptions.

As shown in Table 11, combined annual emissions are expected to be approximately 611.47 metric tons CO₂e per year. As discussed above, the recommended thresholds that would be appropriate for the proposed project include the 1,400 metric tons CO₂e per year threshold for commercial projects and the 3,000 metric tons CO₂e per year threshold for all land use types recommended by SCAQMD. As emissions would not exceed either of these thresholds, GHG impacts would be less than significant.

Conclusion. The proposed project is not expected to generate greenhouse gas emissions that would result in a significant impact.

E. WATER QUALITY

Urban runoff can have a variety of deleterious effects. Oil and grease contain a number of hydrocarbon compounds, some of which are toxic to aquatic organisms at low concentrations. Heavy metals such as lead, cadmium, and copper are the most common metals found in urban stormwater runoff. These metals can be toxic to aquatic organisms, and have the potential to contaminate drinking water supplies. Nutrients from fertilizers, including nitrogen and phosphorous, can result in excessive or accelerated growth of vegetation or algae, resulting in oxygen depletion and additional impaired uses of water.

The project site is entirely paved and developed, except for two small planters of non-native vegetation in the existing parking lot, and has virtually no infiltration potential. Stormwater runoff currently enters two storm drains in the parking lot and flows to existing City drainage facilities. Neither the permeability nor the hydrology of the site would substantially change with project implementation, as the project would replace a building that is almost entirely impervious with another building that is almost entirely impervious.

The applicant would be required to submit a Standard Urban Storm Water Mitigation Plan (SUSMP) to the City of Beverly Hills Utilities Division for review and approval. The proposed project would be required to comply with the current National Pollutant Discharge Elimination



System (NPDES) MS4 Permit during construction and operation of the project. The applicant would be required to control pollutant discharge by utilizing Best Management Practices (BMPs) such as the Best Available Technology Economically Achievable (BAT) and the Best Conventional Pollutant Control Technology (BCT) in order to avoid discharging pollutants into waterways. BMPs would be required during general operation of the project to ensure that storm water runoff meets the established water quality standards and waste discharge requirements. Required compliance with SUSMP and NPDES requirements would reduce the potential for adverse water quality and hydrology effects. Development of the proposed project would not result in a reduction in groundwater recharge or otherwise affect the underlying groundwater basin; would not result in additional stormwater runoff; and would not degrade the quality of stormwater runoff from the site.

Conclusion. The proposed project would not adversely affect underground aquifers, drainage patterns, or surface water quality. All impacts related to water quality would be less than significant.

Criterion (e) *The site can be adequately served by all required utilities and public services.*

The project would be located in an existing highly urban area served by existing public utilities and services. A substantial increase in demand for services or utilities would not be anticipated with implementation of the proposed project. The City of Beverly Hills provides water, sewer, and solid waste collection services to the existing building and would continue to provide these services to the proposed project. Other services, including gas and electricity, would also continue to be provided to the proposed project by existing service providers. Thus, the project meets this criterion for exemption.

Historic Resources The following discussion is based on a Historical Assessment/Memorandum provided to the applicant in May 2013 by George Taylor Loudon AIA Historical Architect (Appendix D to this report).

Prior Documentations and Historical Assessments. The City of Beverly Hills has commissioned historic resources reviews by the following experts: Johnson Heumann Research Associates, 1985-1986; PCR Services Corporation, 2004; and Jones & Stokes, 2006-2007.

- The 1985-1986 historic resources survey lists only 302 North Rodeo (the Eddie Schmidt Building) and 332 North Rodeo (the Anderton Court building, designed by Frank Lloyd Wright) within the commercial survey area #5 as eligible, with a "5" evaluation. This "5" category in 1985 was then defined as "individually listed or eligible for listing under a local preservation or landmark ordinance." 301 North Rodeo Drive was not listed.
- The 2004 survey also lists only 302 North Rodeo and 332 North Rodeo Drives within the commercial survey area; again 301 North Rodeo Drive was not listed.
- In a separate June 2006 (revised April 2007) survey by historians Jones & Stokes specifically of the City's commercial district #5, again only 302 North Rodeo and 332 North Rodeo Drives are listed within the commercial survey area. Once again 301 North Rodeo Drive was not listed.



In addition, the State of California Record of Historic Resources and Potential Resources for the City of Beverly Hills lists no owner, architect or resource name associated for 301 North Rodeo Drive.

Findings of 2013 Assessment by George Taylor Loudon. The 2013 Historical Assessment/Memorandum (see Appendix D) concluded that the subject property is not eligible for designation as a historical resource under National Register of Historic Places criteria, at the State level, or at the Local level. This conclusion is based primarily on substantial alterations to the existing building that were permitted in 1977-1978, 1984-1985, 1988-1989, 1994-1995, and 1998. This conclusion also considers previous historical assessments in which the building was evaluated by architectural historians on behalf of the City of Beverly Hills in 1985 - 1986, 2004, and 2006-2007. None recommended the structure be considered for historical designation. Modifications to the original design by Allen George Siple, who is listed on the City of Beverly Hills' List of Master Architects, have been so extensive that there is literally no trace of original design and detail remaining that can be credibly identified as possessing any original character or integrity. There are no apparent remaining original windows, doors, wall surfaces, floors and ceilings, and as a result, no remaining integrity of materials or association with the original architect. The property does not meet the criteria for eligibility.

Conclusion. Based on the history of modifications that have compromised the building's integrity of design, materials, and workmanship, among other factors discussed in detail in the Memorandum, the subject property is ineligible for listing on the NRHP or the California Register, or for designation as a City landmark. The proposed project would not have a significant impact on historic resources.

5. SUMMARY

Based on this analysis, the proposed 301 N. Rodeo Drive Retail Project meets all criteria for a Class 32 Categorical Exemption pursuant to Section 15332 of the *State CEQA Guidelines*.



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Appendix A

Noise Measurement Results



Noise Measurement on Dayton Way

Address	Time	Measurme	LAeq	LAE	LAmx	LAmn	LA10
1	3/28/2013 12:57	0:15:00	61.3	90.8	81.4	53.8	63.5

LA33	LA50	LA90	LA95	Lppeak	Over	Under	Pause
60.3	59.2	56.8	56.3	101.4	-	-	-

Noise Measurement on N. Rodeo Drive

Address	Time	Measurme	LAeq	LAE	LAmx	LAmn	LA10
1	3/28/2013 12:38	0:15:00	65.1	94.7	82.4	52.9	67.7

LA33	LA50	LA90	LA95	Lppeak	Over	Under	Pause
62.2	60.5	56.4	55.5	104.9	-	-	-

Appendix B

Traffic Noise Modeling Results



**** CASE INFORMATION ****

**** Results calculated with TNM Version 2.5 ****

Existing traffic noise along N. Rodeo Drive during PM peak hours

**** TRAFFIC VOLUME/SPEED INFORMATION ****

Automobile volume (v/h):	900.0
Average automobile speed (mph):	15.0
Medium truck volume (v/h):	50.0
Average medium truck speed (mph):	15.0
Heavy truck volume (v/h):	50.0
Average heavy truck speed (mph):	15.0
Bus volume (v/h):	0.0
Average bus speed (mph):	0.0
Motorcycle volume (v/h):	0.0
Average Motorcycle speed (mph):	0.0

**** TERRAIN SURFACE INFORMATION ****

Terrain surface: hard

*** RECEIVER INFORMATION ***

DESCRIPTION OF RECEIVER # 1

Northeast edge of proposed retail building

Distance from center of 12-ft wide, single lane roadway (ft): 40.0

A-weighted Hourly Equivalent Sound Level without Barrier (dBA): 66.5

**** CASE INFORMATION ****

**** Results calculated with TNM Version 2.5 ****

Existing + project traffic noise along N. Rodeo Drive during PM peak hours.

**** TRAFFIC VOLUME/SPEED INFORMATION ****

Automobile volume (v/h):	940.0
Average automobile speed (mph):	15.0
Medium truck volume (v/h):	52.0
Average medium truck speed (mph):	15.0
Heavy truck volume (v/h):	52.0
Average heavy truck speed (mph):	15.0
Bus volume (v/h):	0.0
Average bus speed (mph):	0.0
Motorcycle volume (v/h):	0.0
Average Motorcycle speed (mph):	0.0

**** TERRAIN SURFACE INFORMATION ****

Terrain surface: hard

*** RECEIVER INFORMATION ***

DESCRIPTION OF RECEIVER # 1

Northeast edge of proposed retail building

Distance from center of 12-ft wide, single lane roadway (ft): 40.0

A-weighted Hourly Equivalent Sound Level without Barrier (dBA): 66.7

Appendix C

*Air Quality and Greenhouse Gas Emissions
Modeling Results*



301 N. Rodeo Drive Retail Project - construction emissions
Los Angeles-South Coast County, Annual

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric
Parking Lot	2	1000sqft
Strip Mall	21.75	1000sqft

1.2 Other Project Characteristics

Urbanization Urban **Wind Speed (m/s)** 2.2 **Utility Company** Southern California Edison
Climate Zone 9 **Precipitation Freq (Days)** 33

1.3 User Entered Comments

Project Characteristics -

Land Use - Floor area of proposed retail store: approximately 21,750 square feet.

Rear parking: approximately 2,000 square feet.

Construction Phase - Adjusted length of construction phases to better fit the proposed project.

Demolition - Existing building = 11,050 gross square feet

Grading - Area disturbed = 0.17 acres.

Estimated 408 cubic yards exported due to excavation for basement.

Architectural Coating -

Vehicle Trips - Trip rates for specialty retail centers (ITE code 814).

Area Coating -

Energy Use -

Water And Wastewater -

Solid Waste -

Construction Off-road Equipment Mitigation - Construction mitigation per SCAQMD Rule 403.

Mobile Land Use Mitigation -

Area Mitigation -

Waste Mitigation - Based on City of Beverly Hills diversion rate as of 2010.

2.0 Emissions Summary

2.1 Overall Construction

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	tons/yr										MT/yr					
2014	0.40	0.94	0.70	0.00	0.02	0.06	0.08	0.00	0.06	0.06	0.00	115.99	115.99	0.01	0.00	116.21
Total	0.40	0.94	0.70	0.00	0.02	0.06	0.08	0.00	0.06	0.06	0.00	115.99	115.99	0.01	0.00	116.21

Mitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	tons/yr										MT/yr					
2014	0.40	0.94	0.70	0.00	0.02	0.06	0.08	0.00	0.06	0.06	0.00	115.99	115.99	0.01	0.00	116.21
Total	0.40	0.94	0.70	0.00	0.02	0.06	0.08	0.00	0.06	0.06	0.00	115.99	115.99	0.01	0.00	116.21

2.2 Overall Operational

Unmitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	0.11	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Energy	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	97.95	97.95	0.00	0.00	98.56
Mobile	0.80	1.93	7.82	0.01	1.19	0.08	1.28	0.05	0.08	0.13	0.00	1,122.51	1,122.51	0.05	0.00	1,123.45
Waste						0.00	0.00		0.00	0.00	4.64	0.00	4.64	0.27	0.00	10.39
Water						0.00	0.00		0.00	0.00	0.00	9.31	9.31	0.05	0.00	10.78
Total	0.91	1.93	7.82	0.01	1.19	0.08	1.28	0.05	0.08	0.13	4.64	1,229.77	1,234.41	0.37	0.00	1,243.18

2.2 Overall Operational

Mitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	0.11	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Energy	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	97.95	97.95	0.00	0.00	98.56
Mobile	0.80	1.93	7.82	0.01	1.19	0.08	1.28	0.05	0.08	0.13	0.00	1,122.51	1,122.51	0.05	0.00	1,123.45
Waste						0.00	0.00		0.00	0.00	1.02	0.00	1.02	0.06	0.00	2.29
Water						0.00	0.00		0.00	0.00	0.00	9.31	9.31	0.05	0.00	10.78
Total	0.91	1.93	7.82	0.01	1.19	0.08	1.28	0.05	0.08	0.13	1.02	1,229.77	1,230.79	0.16	0.00	1,235.08

3.0 Construction Detail

3.1 Mitigation Measures Construction

Water Exposed Area

Reduce Vehicle Speed on Unpaved Roads

3.2 Demolition - 2014

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.01	0.07	0.05	0.00		0.00	0.00		0.00	0.00	0.00	6.69	6.69	0.00	0.00	6.71
Total	0.01	0.07	0.05	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	6.69	6.69	0.00	0.00	6.71

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.01	0.01	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	1.91	1.91	0.00	0.00	1.91
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54	0.54	0.00	0.00	0.54
Total	0.00	0.01	0.01	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	2.45	2.45	0.00	0.00	2.45

3.2 Demolition - 2014

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.01	0.07	0.05	0.00		0.00	0.00		0.00	0.00	0.00	6.69	6.69	0.00	0.00	6.71
Total	0.01	0.07	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.69	6.69	0.00	0.00	6.71

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.01	0.01	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	1.91	1.91	0.00	0.00	1.91
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54	0.54	0.00	0.00	0.54
Total	0.00	0.01	0.01	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	2.45	2.45	0.00	0.00	2.45

3.3 Site Preparation - 2014

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.00	0.01	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64
Total	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.95	1.95	0.00	0.00	1.95
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03	0.00	0.00	0.03
Total	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.98	1.98	0.00	0.00	1.98

3.3 Site Preparation - 2014

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.00	0.01	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64
Total	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.95	1.95	0.00	0.00	1.95
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03	0.00	0.00	0.03
Total	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.98	1.98	0.00	0.00	1.98

3.4 Grading - 2014

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.00	0.01	0.01	0.00		0.00	0.00		0.00	0.00	0.00	1.34	1.34	0.00	0.00	1.34
Total	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.34	1.34	0.00	0.00	1.34

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.11
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.11

3.4 Grading - 2014

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.00	0.01	0.01	0.00			0.00		0.00	0.00	0.00	1.34	1.34	0.00	0.00	1.34
Total	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.34	1.34	0.00	0.00	1.34

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.11
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.11

3.5 Building Construction - 2014

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.10	0.75	0.53	0.00		0.05	0.05		0.05	0.05	0.00	88.22	88.22	0.01	0.00	88.39
Total	0.10	0.75	0.53	0.00		0.05	0.05		0.05	0.05	0.00	88.22	88.22	0.01	0.00	88.39

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.03	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.02	5.02	0.00	0.00	5.02
Worker	0.00	0.00	0.03	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	4.35	4.35	0.00	0.00	4.36
Total	0.00	0.03	0.05	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	9.37	9.37	0.00	0.00	9.38

3.5 Building Construction - 2014

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.10	0.75	0.53	0.00		0.05	0.05		0.05	0.05	0.00	88.22	88.22	0.01	0.00	88.39
Total	0.10	0.75	0.53	0.00		0.05	0.05		0.05	0.05	0.00	88.22	88.22	0.01	0.00	88.39

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.03	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.02	5.02	0.00	0.00	5.02
Worker	0.00	0.00	0.03	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	4.35	4.35	0.00	0.00	4.36
Total	0.00	0.03	0.05	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	9.37	9.37	0.00	0.00	9.38

3.6 Architectural Coating - 2014

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Archit. Coating	0.27					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.00	0.02	0.01	0.00		0.00	0.00		0.00	0.00	0.00	1.40	1.40	0.00	0.00	1.41
Total	0.27	0.02	0.01	0.00		0.00	0.00		0.00	0.00	0.00	1.40	1.40	0.00	0.00	1.41

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.12	0.00	0.00	0.12
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.12	0.00	0.00	0.12

3.6 Architectural Coating - 2014

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Archit. Coating	0.27					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.00	0.02	0.01	0.00		0.00	0.00		0.00	0.00	0.00	1.40	1.40	0.00	0.00	1.41
Total	0.27	0.02	0.01	0.00		0.00	0.00		0.00	0.00	0.00	1.40	1.40	0.00	0.00	1.41

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.12	0.00	0.00	0.12
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.12	0.00	0.00	0.12

3.7 Paving - 2014

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.01	0.03	0.02	0.00		0.00	0.00		0.00	0.00	0.00	3.19	3.19	0.00	0.00	3.20
Paving	0.00					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	0.01	0.03	0.02	0.00		0.00	0.00		0.00	0.00	0.00	3.19	3.19	0.00	0.00	3.20

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.49	0.00	0.00	0.49
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.49	0.00	0.00	0.49

3.7 Paving - 2014

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.01	0.03	0.02	0.00		0.00	0.00		0.00	0.00	0.00	3.19	3.19	0.00	0.00	3.20
Paving	0.00					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	0.01	0.03	0.02	0.00		0.00	0.00		0.00	0.00	0.00	3.19	3.19	0.00	0.00	3.20

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.49	0.00	0.00	0.49
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.49	0.00	0.00	0.49

4.0 Mobile Detail

4.1 Mitigation Measures Mobile

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	0.80	1.93	7.82	0.01	1.19	0.08	1.28	0.05	0.08	0.13	0.00	1,122.51	1,122.51	0.05	0.00	1,123.45
Unmitigated	0.80	1.93	7.82	0.01	1.19	0.08	1.28	0.05	0.08	0.13	0.00	1,122.51	1,122.51	0.05	0.00	1,123.45
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

4.2 Trip Summary Information

Land Use	Average Daily Trip Rate			Unmitigated	Mitigated
	Weekday	Saturday	Sunday	Annual VMT	Annual VMT
Parking Lot	0.00	0.00	0.00		
Strip Mall	963.96	963.96	963.96	2,214,669	2,214,669
Total	963.96	963.96	963.96	2,214,669	2,214,669

4.3 Trip Type Information

Land Use	Miles			Trip %		
	H-W or C-W	H-S or C-C	H-O or C-NW	H-W or C-W	H-S or C-C	H-O or C-NW
Parking Lot	8.90	13.30	7.40	0.00	0.00	0.00
Strip Mall	8.90	13.30	7.40	16.60	64.40	19.00

5.0 Energy Detail

5.1 Mitigation Measures Energy

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Electricity Mitigated						0.00	0.00		0.00	0.00	0.00	95.97	95.97	0.00	0.00	96.57
Electricity Unmitigated						0.00	0.00		0.00	0.00	0.00	95.97	95.97	0.00	0.00	96.57
NaturalGas Mitigated	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	1.97	1.97	0.00	0.00	1.99
NaturalGas Unmitigated	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	1.97	1.97	0.00	0.00	1.99
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

5.2 Energy by Land Use - NaturalGas

Unmitigated

	Natural Gas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e	
Land Use	kBTU	tons/yr										MT/yr						
Parking Lot	0	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Strip Mall	36975	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	1.97	1.97	0.00	0.00	0.00	1.99
Total		0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	1.97	1.97	0.00	0.00	0.00	1.99

Mitigated

	Natural Gas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e	
Land Use	kBTU	tons/yr										MT/yr						
Parking Lot	0	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Strip Mall	36975	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	1.97	1.97	0.00	0.00	0.00	1.99
Total		0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	1.97	1.97	0.00	0.00	0.00	1.99

5.3 Energy by Land Use - Electricity

Unmitigated

	Electricity Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	kWh	tons/yr				MT/yr			
Parking Lot	0					0.00	0.00	0.00	0.00
Strip Mall	329948					95.97	0.00	0.00	96.57
Total						95.97	0.00	0.00	96.57

Mitigated

	Electricity Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	kWh	tons/yr				MT/yr			
Parking Lot	0					0.00	0.00	0.00	0.00
Strip Mall	329948					95.97	0.00	0.00	96.57
Total						95.97	0.00	0.00	96.57

6.0 Area Detail

6.1 Mitigation Measures Area

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	0.11	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Unmitigated	0.11	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

6.2 Area by SubCategory

Unmitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
SubCategory	tons/yr										MT/yr					
Architectural Coating	0.03					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Consumer Products	0.09					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Landscaping	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	0.12	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

6.2 Area by SubCategory

Mitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e	
SubCategory	tons/yr										MT/yr						
Architectural Coating	0.03					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Consumer Products	0.09					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Landscaping	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	0.12	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

7.0 Water Detail

7.1 Mitigation Measures Water

	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr				MT/yr			
Mitigated					9.31	0.05	0.00	10.78
Unmitigated					9.31	0.05	0.00	10.78
Total	NA							

7.2 Water by Land Use

Unmitigated

	Indoor/Outdoor Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	Mgal	tons/yr				MT/yr			
Parking Lot	0 / 0					0.00	0.00	0.00	0.00
Strip Mall	1.61108 / 0.987434					9.31	0.05	0.00	10.78
Total						9.31	0.05	0.00	10.78

7.2 Water by Land Use

Mitigated

	Indoor/Outdoor Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	Mgal	tons/yr				MT/yr			
Parking Lot	0 / 0					0.00	0.00	0.00	0.00
Strip Mall	1.61108 / 0.987434					9.31	0.05	0.00	10.78
Total						9.31	0.05	0.00	10.78

8.0 Waste Detail

8.1 Mitigation Measures Waste

Institute Recycling and Composting Services

Category/Year

	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
	tons/yr				MT/yr			
Mitigated					1.02	0.06	0.00	2.29
Unmitigated					4.64	0.27	0.00	10.39
Total	NA							

8.2 Waste by Land Use

Unmitigated

	Waste Disposed	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	tons	tons/yr				MT/yr			
Parking Lot	0					0.00	0.00	0.00	0.00
Strip Mall	22.84					4.64	0.27	0.00	10.39
Total						4.64	0.27	0.00	10.39

8.2 Waste by Land Use

Mitigated

	Waste Disposed	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	tons	tons/yr				MT/yr			
Parking Lot	0					0.00	0.00	0.00	0.00
Strip Mall	5.0248					1.02	0.06	0.00	2.29
Total						1.02	0.06	0.00	2.29

9.0 Vegetation

**301 N. Rodeo Drive Retail Project - construction emissions
Los Angeles-South Coast County, Summer**

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric
Parking Lot	2	1000sqft
Strip Mall	21.75	1000sqft

1.2 Other Project Characteristics

Urbanization	Urban	Wind Speed (m/s)	2.2	Utility Company	Southern California Edison
Climate Zone	9	Precipitation Freq (Days)	33		

1.3 User Entered Comments

Project Characteristics -

Land Use - Floor area of proposed retail store: approximately 21,750 square feet.
Rear parking: approximately 2,000 square feet.

Construction Phase - Adjusted length of construction phases to better fit the proposed project.

Demolition - Existing building = 11,050 gross square feet

Grading - Area disturbed = 0.17 acres.
Estimated 408 cubic yards exported due to excavation for basement.

Architectural Coating -

Vehicle Trips - Trip rates for specialty retail centers (ITE code 814).

Area Coating -

Energy Use -

Water And Wastewater -

Solid Waste -

Construction Off-road Equipment Mitigation - Construction mitigation per SCAQMD Rule 403.

Mobile Land Use Mitigation -

Area Mitigation -

Waste Mitigation - Based on City of Beverly Hills diversion rate as of 2010.

2.0 Emissions Summary

2.1 Overall Construction (Maximum Daily Emission)

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2014	50.45	36.76	23.45	0.06	2.42	1.82	3.47	0.42	1.82	1.98	0.00	5,768.06	0.00	0.27	0.00	5,773.83
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Mitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2014	50.45	36.76	23.45	0.06	1.82	1.82	3.33	0.19	1.82	1.97	0.00	5,768.06	0.00	0.27	0.00	5,773.83
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

2.2 Overall Operational

Unmitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Area	0.62	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00
Energy	0.00	0.01	0.01	0.00		0.00	0.00		0.00	0.00		11.92		0.00	0.00	11.99
Mobile	4.51	10.50	42.47	0.07	7.33	0.45	7.79	0.25	0.45	0.71		7,098.78		0.34		7,105.82
Total	5.13	10.51	42.48	0.07	7.33	0.45	7.79	0.25	0.45	0.71		7,110.70		0.34	0.00	7,117.81

Mitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Area	0.62	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00
Energy	0.00	0.01	0.01	0.00		0.00	0.00		0.00	0.00		11.92		0.00	0.00	11.99
Mobile	4.51	10.50	42.47	0.07	7.33	0.45	7.79	0.25	0.45	0.71		7,098.78		0.34		7,105.82
Total	5.13	10.51	42.48	0.07	7.33	0.45	7.79	0.25	0.45	0.71		7,110.70		0.34	0.00	7,117.81

3.0 Construction Detail

3.1 Mitigation Measures Construction

Water Exposed Area

Reduce Vehicle Speed on Unpaved Roads

3.2 Demolition - 2014

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					1.09	0.00	1.09	0.00	0.00	0.00						0.00
Off-Road	1.85	13.02	9.35	0.02		0.94	0.94		0.94	0.94		1,476.12		0.16		1,479.58
Total	1.85	13.02	9.35	0.02	1.09	0.94	2.03	0.00	0.94	0.94		1,476.12		0.16		1,479.58

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.26	2.45	1.42	0.00	1.18	0.11	1.28	0.01	0.11	0.12		421.79		0.01		422.05
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.06	0.06	0.72	0.00	0.15	0.01	0.16	0.01	0.01	0.01		126.41		0.01		126.56
Total	0.32	2.51	2.14	0.00	1.33	0.12	1.44	0.02	0.12	0.13		548.20		0.02		548.61

3.2 Demolition - 2014

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					0.49	0.00	0.49	0.00	0.00	0.00						0.00
Off-Road	1.85	13.02	9.35	0.02		0.94	0.94		0.94	0.94	0.00	1,476.12		0.16		1,479.58
Total	1.85	13.02	9.35	0.02	0.49	0.94	1.43	0.00	0.94	0.94	0.00	1,476.12		0.16		1,479.58

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.26	2.45	1.42	0.00	1.18	0.11	1.28	0.01	0.11	0.12		421.79		0.01		422.05
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.06	0.06	0.72	0.00	0.15	0.01	0.16	0.01	0.01	0.01		126.41		0.01		126.56
Total	0.32	2.51	2.14	0.00	1.33	0.12	1.44	0.02	0.12	0.13		548.20		0.02		548.61

3.3 Site Preparation - 2014

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e	
Category	lb/day										lb/day						
Fugitive Dust					0.23	0.00	0.23	0.01	0.00	0.01							0.00
Off-Road	1.61	11.79	8.65	0.01			0.73		0.73	0.73		1,402.64		0.14			1,405.68
Total	1.61	11.79	8.65	0.01	0.23	0.73	0.96	0.01	0.73	0.74		1,402.64		0.14			1,405.68

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	2.61	24.94	14.44	0.04	1.33	1.09	2.42	0.14	1.09	1.24		4,302.22		0.13		4,304.88
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.03	0.03	0.36	0.00	0.08	0.00	0.08	0.00	0.00	0.01		63.20		0.00		63.28
Total	2.64	24.97	14.80	0.04	1.41	1.09	2.50	0.14	1.09	1.25		4,365.42		0.13		4,368.16

3.3 Site Preparation - 2014

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					0.10	0.00	0.10	0.00	0.00	0.00						0.00
Off-Road	1.61	11.79	8.65	0.01		0.73	0.73		0.73	0.73	0.00	1,402.64		0.14		1,405.68
Total	1.61	11.79	8.65	0.01	0.10	0.73	0.83	0.00	0.73	0.73	0.00	1,402.64		0.14		1,405.68

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	2.61	24.94	14.44	0.04	1.33	1.09	2.42	0.14	1.09	1.24		4,302.22		0.13		4,304.88
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.03	0.03	0.36	0.00	0.08	0.00	0.08	0.00	0.00	0.01		63.20		0.00		63.28
Total	2.64	24.97	14.80	0.04	1.41	1.09	2.50	0.14	1.09	1.25		4,365.42		0.13		4,368.16

3.4 Grading - 2014

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					0.84	0.00	0.84	0.41	0.00	0.41						0.00
Off-Road	1.85	13.02	9.35	0.02		0.94	0.94		0.94	0.94		1,476.12		0.16		1,479.58
Total	1.85	13.02	9.35	0.02	0.84	0.94	1.78	0.41	0.94	1.35		1,476.12		0.16		1,479.58

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.06	0.06	0.72	0.00	0.15	0.01	0.16	0.01	0.01	0.01		126.41		0.01		126.56
Total	0.06	0.06	0.72	0.00	0.15	0.01	0.16	0.01	0.01	0.01		126.41		0.01		126.56

3.4 Grading - 2014

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					0.38	0.00	0.38	0.19	0.00	0.19						0.00
Off-Road	1.85	13.02	9.35	0.02		0.94	0.94		0.94	0.94	0.00	1,476.12		0.16		1,479.58
Total	1.85	13.02	9.35	0.02	0.38	0.94	1.32	0.19	0.94	1.13	0.00	1,476.12		0.16		1,479.58

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.06	0.06	0.72	0.00	0.15	0.01	0.16	0.01	0.01	0.01		126.41		0.01		126.56
Total	0.06	0.06	0.72	0.00	0.15	0.01	0.16	0.01	0.01	0.01		126.41		0.01		126.56

3.5 Building Construction - 2014

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	2.02	15.03	10.68	0.02		0.92	0.92		0.92	0.92		1,945.40		0.18		1,949.18
Total	2.02	15.03	10.68	0.02		0.92	0.92		0.92	0.92		1,945.40		0.18		1,949.18

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.06	0.62	0.40	0.00	0.04	0.02	0.06	0.00	0.02	0.02		110.92		0.00		110.98
Worker	0.05	0.05	0.57	0.00	0.12	0.00	0.13	0.00	0.00	0.01		101.13		0.01		101.25
Total	0.11	0.67	0.97	0.00	0.16	0.02	0.19	0.00	0.02	0.03		212.05		0.01		212.23

3.5 Building Construction - 2014

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	2.02	15.03	10.68	0.02		0.92	0.92		0.92	0.92	0.00	1,945.40		0.18		1,949.18
Total	2.02	15.03	10.68	0.02		0.92	0.92		0.92	0.92	0.00	1,945.40		0.18		1,949.18

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.06	0.62	0.40	0.00	0.04	0.02	0.06	0.00	0.02	0.02		110.92		0.00		110.98
Worker	0.05	0.05	0.57	0.00	0.12	0.00	0.13	0.00	0.00	0.01		101.13		0.01		101.25
Total	0.11	0.67	0.97	0.00	0.16	0.02	0.19	0.00	0.02	0.03		212.05		0.01		212.23

3.6 Architectural Coating - 2014

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Archit. Coating	49.99					0.00	0.00		0.00	0.00						0.00
Off-Road	0.45	2.77	1.92	0.00		0.24	0.24		0.24	0.24		281.19		0.04		282.03
Total	50.44	2.77	1.92	0.00		0.24	0.24		0.24	0.24		281.19		0.04		282.03

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.01	0.01	0.14	0.00	0.03	0.00	0.03	0.00	0.00	0.00		25.28		0.00		25.31
Total	0.01	0.01	0.14	0.00	0.03	0.00	0.03	0.00	0.00	0.00		25.28		0.00		25.31

3.6 Architectural Coating - 2014

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Archit. Coating	49.99					0.00	0.00		0.00	0.00						0.00
Off-Road	0.45	2.77	1.92	0.00		0.24	0.24		0.24	0.24	0.00	281.19		0.04		282.03
Total	50.44	2.77	1.92	0.00		0.24	0.24		0.24	0.24	0.00	281.19		0.04		282.03

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.01	0.01	0.14	0.00	0.03	0.00	0.03	0.00	0.00	0.00		25.28		0.00		25.31
Total	0.01	0.01	0.14	0.00	0.03	0.00	0.03	0.00	0.00	0.00		25.28		0.00		25.31

3.7 Paving - 2014

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	2.18	13.77	9.69	0.02		1.10	1.10		1.10	1.10		1,408.52		0.20		1,412.63
Paving	0.03					0.00	0.00		0.00	0.00						0.00
Total	2.21	13.77	9.69	0.02		1.10	1.10		1.10	1.10		1,408.52		0.20		1,412.63

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.11	0.11	1.29	0.00	0.28	0.01	0.29	0.01	0.01	0.02		227.54		0.01		227.81
Total	0.11	0.11	1.29	0.00	0.28	0.01	0.29	0.01	0.01	0.02		227.54		0.01		227.81

3.7 Paving - 2014

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	2.18	13.77	9.69	0.02		1.10	1.10		1.10	1.10	0.00	1,408.52		0.20		1,412.63
Paving	0.03					0.00	0.00		0.00	0.00						0.00
Total	2.21	13.77	9.69	0.02		1.10	1.10		1.10	1.10	0.00	1,408.52		0.20		1,412.63

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.11	0.11	1.29	0.00	0.28	0.01	0.29	0.01	0.01	0.02		227.54		0.01		227.81
Total	0.11	0.11	1.29	0.00	0.28	0.01	0.29	0.01	0.01	0.02		227.54		0.01		227.81

4.0 Mobile Detail

4.1 Mitigation Measures Mobile

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Mitigated	4.51	10.50	42.47	0.07	7.33	0.45	7.79	0.25	0.45	0.71		7,098.78		0.34		7,105.82
Unmitigated	4.51	10.50	42.47	0.07	7.33	0.45	7.79	0.25	0.45	0.71		7,098.78		0.34		7,105.82
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

4.2 Trip Summary Information

Land Use	Average Daily Trip Rate			Unmitigated	Mitigated
	Weekday	Saturday	Sunday	Annual VMT	Annual VMT
Parking Lot	0.00	0.00	0.00		
Strip Mall	963.96	963.96	963.96	2,214,669	2,214,669
Total	963.96	963.96	963.96	2,214,669	2,214,669

4.3 Trip Type Information

Land Use	Miles			Trip %		
	H-W or C-W	H-S or C-C	H-O or C-NW	H-W or C-W	H-S or C-C	H-O or C-NW
Parking Lot	8.90	13.30	7.40	0.00	0.00	0.00
Strip Mall	8.90	13.30	7.40	16.60	64.40	19.00

5.0 Energy Detail

5.1 Mitigation Measures Energy

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day											lb/day				
NaturalGas Mitigated	0.00	0.01	0.01	0.00		0.00	0.00		0.00	0.00		11.92		0.00	0.00	11.99
NaturalGas Unmitigated	0.00	0.01	0.01	0.00		0.00	0.00		0.00	0.00		11.92		0.00	0.00	11.99
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

5.2 Energy by Land Use - NaturalGas

Unmitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Land Use	KBTU	lb/day											lb/day				
Parking Lot	0	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00	0.00	0.00
Strip Mall	101.301	0.00	0.01	0.01	0.00		0.00	0.00		0.00	0.00		11.92		0.00	0.00	11.99
Total		0.00	0.01	0.01	0.00		0.00	0.00		0.00	0.00		11.92		0.00	0.00	11.99

5.2 Energy by Land Use - NaturalGas

Mitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU	lb/day										lb/day					
Parking Lot	0	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00	0.00	0.00
Strip Mall	0.101301	0.00	0.01	0.01	0.00		0.00	0.00		0.00	0.00		11.92		0.00	0.00	11.99
Total		0.00	0.01	0.01	0.00		0.00	0.00		0.00	0.00		11.92		0.00	0.00	11.99

6.0 Area Detail

6.1 Mitigation Measures Area

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Mitigated	0.62	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00
Unmitigated	0.62	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

6.2 Area by SubCategory

Unmitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
SubCategory	lb/day										lb/day					
Architectural Coating	0.15					0.00	0.00		0.00	0.00						0.00
Consumer Products	0.47					0.00	0.00		0.00	0.00						0.00
Landscaping	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00
Total	0.62	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00

Mitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
SubCategory	lb/day										lb/day					
Architectural Coating	0.15					0.00	0.00		0.00	0.00						0.00
Consumer Products	0.47					0.00	0.00		0.00	0.00						0.00
Landscaping	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00
Total	0.62	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00

7.0 Water Detail

7.1 Mitigation Measures Water

8.0 Waste Detail

8.1 Mitigation Measures Waste

Institute Recycling and Composting Services

9.0 Vegetation

301 N. Rodeo Drive Retail Project - operational emissions
Los Angeles-South Coast County, Annual

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric
Parking Lot	2	1000sqft
Strip Mall	10.7	1000sqft

1.2 Other Project Characteristics

Urbanization	Urban	Wind Speed (m/s)	2.2	Utility Company	Southern California Edison
Climate Zone	9	Precipitation Freq (Days)	33		

1.3 User Entered Comments

Project Characteristics -

Land Use - Retail use: proposed retail store would be approximately 10,700 gross square feet larger than existing retail store on project site.

Rear parking: approximately 2,000 square feet.

Construction Phase - Adjusted length of construction phases to better fit the proposed project.

Demolition - Existing building = 11,050 gross square feet

Grading - Area disturbed = 0.17 acres.

Estimated 408 cubic yards exported due to excavation for basement.

Architectural Coating -

Vehicle Trips - Trip rates for specialty retail centers (ITE code 814).

Area Coating -

Energy Use -

Water And Wastewater -

Solid Waste -

Construction Off-road Equipment Mitigation - Construction mitigation per SCAQMD Rule 403.

Mobile Land Use Mitigation -

Area Mitigation -

Waste Mitigation - Based on City of Beverly Hills diversion rate as of 2010.

2.0 Emissions Summary

2.1 Overall Construction

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Year	tons/yr										MT/yr					
2011	0.31	1.16	0.71	0.00	0.02	0.08	0.10	0.00	0.08	0.08	0.00	110.59	110.59	0.01	0.00	110.86
Total	0.31	1.16	0.71	0.00	0.02	0.08	0.10	0.00	0.08	0.08	0.00	110.59	110.59	0.01	0.00	110.86

Mitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Year	tons/yr										MT/yr					
2011	0.31	1.16	0.71	0.00	0.01	0.08	0.09	0.00	0.08	0.08	0.00	110.59	110.59	0.01	0.00	110.86
Total	0.31	1.16	0.71	0.00	0.01	0.08	0.09	0.00	0.08	0.08	0.00	110.59	110.59	0.01	0.00	110.86

2.2 Overall Operational

Unmitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	0.06	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Energy	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	48.18	48.18	0.00	0.00	48.49
Mobile	0.39	0.95	3.85	0.01	0.59	0.04	0.63	0.02	0.04	0.06	0.00	552.22	552.22	0.02	0.00	552.69
Waste						0.00	0.00		0.00	0.00	2.28	0.00	2.28	0.13	0.00	5.11
Water						0.00	0.00		0.00	0.00	0.00	4.58	4.58	0.02	0.00	5.30
Total	0.45	0.95	3.85	0.01	0.59	0.04	0.63	0.02	0.04	0.06	2.28	604.98	607.26	0.17	0.00	611.59

2.2 Overall Operational

Mitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	0.06	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Energy	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	48.18	48.18	0.00	0.00	48.49
Mobile	0.39	0.95	3.85	0.01	0.59	0.04	0.63	0.02	0.04	0.06	0.00	552.22	552.22	0.02	0.00	552.69
Waste						0.00	0.00		0.00	0.00	0.50	0.00	0.50	0.03	0.00	1.12
Water						0.00	0.00		0.00	0.00	0.00	4.58	4.58	0.02	0.00	5.30
Total	0.45	0.95	3.85	0.01	0.59	0.04	0.63	0.02	0.04	0.06	0.50	604.98	605.48	0.07	0.00	607.60

3.0 Construction Detail

3.1 Mitigation Measures Construction

Water Exposed Area

Reduce Vehicle Speed on Unpaved Roads

3.2 Demolition - 2011

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.01	0.08	0.05	0.00		0.01	0.01		0.01	0.01	0.00	6.69	6.69	0.00	0.00	6.71
Total	0.01	0.08	0.05	0.00	0.01	0.01	0.02	0.00	0.01	0.01	0.00	6.69	6.69	0.00	0.00	6.71

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.02	0.01	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	1.89	1.89	0.00	0.00	1.89
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.57	0.00	0.00	0.58
Total	0.00	0.02	0.01	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	2.46	2.46	0.00	0.00	2.47

3.2 Demolition - 2011

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.01	0.08	0.05	0.00		0.01	0.01		0.01	0.01	0.00	6.69	6.69	0.00	0.00	6.71
Total	0.01	0.08	0.05	0.00	0.00	0.01	0.01	0.00	0.01	0.01	0.00	6.69	6.69	0.00	0.00	6.71

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.02	0.01	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	1.89	1.89	0.00	0.00	1.89
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.57	0.00	0.00	0.58
Total	0.00	0.02	0.01	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	2.46	2.46	0.00	0.00	2.47

3.3 Site Preparation - 2011

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.00	0.01	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64
Total	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.02	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.93	1.93	0.00	0.00	1.93
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03	0.00	0.00	0.03
Total	0.00	0.02	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96	1.96	0.00	0.00	1.96

3.3 Site Preparation - 2011

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.00	0.01	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64
Total	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.02	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.93	1.93	0.00	0.00	1.93
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03	0.00	0.00	0.03
Total	0.00	0.02	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96	1.96	0.00	0.00	1.96

3.4 Grading - 2011

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.00	0.02	0.01	0.00		0.00	0.00		0.00	0.00	0.00	1.34	1.34	0.00	0.00	1.34
Total	0.00	0.02	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.34	1.34	0.00	0.00	1.34

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.12
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.12

3.4 Grading - 2011

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.00	0.02	0.01	0.00		0.00	0.00		0.00	0.00	0.00	1.34	1.34	0.00	0.00	1.34
Total	0.00	0.02	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.34	1.34	0.00	0.00	1.34

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.12
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	0.12

3.5 Building Construction - 2011

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.13	0.96	0.55	0.00		0.07	0.07		0.07	0.07	0.00	88.22	88.22	0.01	0.00	88.44
Total	0.13	0.96	0.55	0.00		0.07	0.07		0.07	0.07	0.00	88.22	88.22	0.01	0.00	88.44

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.02	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.49	2.49	0.00	0.00	2.49
Worker	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.30	2.30	0.00	0.00	2.30
Total	0.00	0.02	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.79	4.79	0.00	0.00	4.79

3.5 Building Construction - 2011

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.13	0.96	0.55	0.00		0.07	0.07		0.07	0.07	0.00	88.22	88.22	0.01	0.00	88.44
Total	0.13	0.96	0.55	0.00		0.07	0.07		0.07	0.07	0.00	88.22	88.22	0.01	0.00	88.44

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.02	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.49	2.49	0.00	0.00	2.49
Worker	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.30	2.30	0.00	0.00	2.30
Total	0.00	0.02	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.79	4.79	0.00	0.00	4.79

3.6 Paving - 2011

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.01	0.04	0.02	0.00		0.00	0.00		0.00	0.00	0.00	3.19	3.19	0.00	0.00	3.20
Paving	0.00					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	0.01	0.04	0.02	0.00		0.00	0.00		0.00	0.00	0.00	3.19	3.19	0.00	0.00	3.20

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.52	0.00	0.00	0.52
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.52	0.00	0.00	0.52

3.6 Paving - 2011

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.01	0.04	0.02	0.00		0.00	0.00		0.00	0.00	0.00	3.19	3.19	0.00	0.00	3.20
Paving	0.00					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	0.01	0.04	0.02	0.00		0.00	0.00		0.00	0.00	0.00	3.19	3.19	0.00	0.00	3.20

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.52	0.00	0.00	0.52
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.52	0.00	0.00	0.52

3.7 Architectural Coating - 2011

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Archit. Coating	0.15					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.00	0.01	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64
Total	0.15	0.01	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03	0.00	0.00	0.03
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03	0.00	0.00	0.03

3.7 Architectural Coating - 2011

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e	
Category	tons/yr										MT/yr						
Archit. Coating	0.15					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Off-Road	0.00	0.01	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64	0.64
Total	0.15	0.01	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.64	0.64	0.00	0.00	0.64	0.64

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e	
Category	tons/yr										MT/yr						
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Worker	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03	0.00	0.00	0.03	0.03
Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03	0.00	0.00	0.03	0.03

4.0 Mobile Detail

4.1 Mitigation Measures Mobile

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	0.39	0.95	3.85	0.01	0.59	0.04	0.63	0.02	0.04	0.06	0.00	552.22	552.22	0.02	0.00	552.69
Unmitigated	0.39	0.95	3.85	0.01	0.59	0.04	0.63	0.02	0.04	0.06	0.00	552.22	552.22	0.02	0.00	552.69
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

4.2 Trip Summary Information

Land Use	Average Daily Trip-Rate			Unmitigated	Mitigated
	Weekday	Saturday	Sunday	Annual VMT	Annual VMT
Parking Lot	0.00	0.00	0.00		
Strip Mall	474.22	474.22	474.22	1,089,515	1,089,515
Total	474.22	474.22	474.22	1,089,515	1,089,515

4.3 Trip Type Information

Land Use	Miles			Trip %		
	H-W or C-W	H-S or C-C	H-O or C-NW	H-W or C-W	H-S or C-C	H-O or C-NW
Parking Lot	8.90	13.30	7.40	0.00	0.00	0.00
Strip Mall	8.90	13.30	7.40	16.60	64.40	19.00

5.0 Energy Detail

5.1 Mitigation Measures Energy

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Electricity Mitigated						0.00	0.00		0.00	0.00	0.00	47.21	47.21	0.00	0.00	47.51
Electricity Unmitigated						0.00	0.00		0.00	0.00	0.00	47.21	47.21	0.00	0.00	47.51
NaturalGas Mitigated	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.97	0.97	0.00	0.00	0.98
NaturalGas Unmitigated	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.97	0.97	0.00	0.00	0.98
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

5.2 Energy by Land Use - NaturalGas

Unmitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e	
Land Use	kBTU	tons/yr										MT/yr						
Parking Lot	0	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Strip Mall	18190	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.97	0.97	0.00	0.00	0.00	0.98
Total		0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.97	0.97	0.00	0.00	0.00	0.98

Mitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e	
Land Use	kBTU	tons/yr										MT/yr						
Parking Lot	0	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Strip Mall	18190	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.97	0.97	0.00	0.00	0.00	0.98
Total		0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.97	0.97	0.00	0.00	0.00	0.98

5.3 Energy by Land Use - Electricity

Unmitigated

	Electricity Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	kWh	tons/yr				MT/yr			
Parking Lot	0					0.00	0.00	0.00	0.00
Strip Mall	162319					47.21	0.00	0.00	47.51
Total						47.21	0.00	0.00	47.51

Mitigated

	Electricity Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	kWh	tons/yr				MT/yr			
Parking Lot	0					0.00	0.00	0.00	0.00
Strip Mall	162319					47.21	0.00	0.00	47.51
Total						47.21	0.00	0.00	47.51

6.0 Area Detail

6.1 Mitigation Measures Area

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	0.06	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Unmitigated	0.06	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

6.2 Area by SubCategory

Unmitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
SubCategory	tons/yr										MT/yr					
Architectural Coating	0.01					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Consumer Products	0.05					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Landscaping	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	0.06	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

6.2 Area by SubCategory

Mitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
SubCategory	tons/yr										MT/yr					
Architectural Coating	0.01					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Consumer Products	0.05					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Landscaping	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	0.06	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

7.0 Water Detail

7.1 Mitigation Measures Water

	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr				MT/yr			
Mitigated					4.58	0.02	0.00	5.30
Unmitigated					4.58	0.02	0.00	5.30
Total	NA							

7.2 Water by Land Use

Unmitigated

	Indoor/Outdoor Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	Mgal	tons/yr			MT/yr				
Parking Lot	0 / 0					0.00	0.00	0.00	0.00
Strip Mall	0.792576 / 0.485772					4.58	0.02	0.00	5.30
Total						4.58	0.02	0.00	5.30

7.2 Water by Land Use

Mitigated

	Indoor/Outdoor Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	Mgal	tons/yr				MT/yr			
Parking Lot	0 / 0					0.00	0.00	0.00	0.00
Strip Mall	0.792576 / 0.485772					4.58	0.02	0.00	5.30
Total						4.58	0.02	0.00	5.30

8.0 Waste Detail

8.1 Mitigation Measures Waste

Institute Recycling and Composting Services

Category/Year

	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
	tons/yr				MT/yr			
Mitigated					0.50	0.03	0.00	1.12
Unmitigated					2.28	0.13	0.00	5.11
Total	NA							

8.2 Waste by Land Use

Unmitigated

	Waste Disposed	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	tons	tons/yr				MT/yr			
Parking Lot	0					0.00	0.00	0.00	0.00
Strip Mall	11.23					2.28	0.13	0.00	5.11
Total						2.28	0.13	0.00	5.11

8.2 Waste by Land Use

Mitigated

	Waste Disposed	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	tons	tons/yr				MT/yr			
Parking Lot	0					0.00	0.00	0.00	0.00
Strip Mall	2.4706					0.50	0.03	0.00	1.12
Total						0.50	0.03	0.00	1.12

9.0 Vegetation

301 N. Rodeo Drive Retail Project - operational emissions
Los Angeles-South Coast County, Summer

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric
Parking Lot	2	1000sqft
Strip Mall	10.7	1000sqft

1.2 Other Project Characteristics

Urbanization	Urban	Wind Speed (m/s)	2.2	Utility Company	Southern California Edison
Climate Zone	9	Precipitation Freq (Days)	33		

1.3 User Entered Comments

Project Characteristics -

Land Use - Retail use: proposed retail store would be approximately 10,700 gross square feet larger than existing retail store on project site.

Rear parking: approximately 2,000 square feet.

Construction Phase - Adjusted length of construction phases to better fit the proposed project.

Demolition - Existing building = 11,050 gross square feet

Grading - Area disturbed = 0.17 acres.

Estimated 408 cubic yards exported due to excavation for basement.

Architectural Coating -

Vehicle Trips - Trip rates for specialty retail centers (ITE code 814).

Area Coating -

Energy Use -

Water And Wastewater -

Solid Waste -

Construction Off-road Equipment Mitigation - Construction mitigation per SCAQMD Rule 403.

Mobile Land Use Mitigation -

Area Mitigation -

Waste Mitigation - Based on City of Beverly Hills diversion rate as of 2010.

2.0 Emissions Summary

2.1 Overall Construction (Maximum Daily Emission)

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2011	59.39	48.83	29.86	0.06	2.42	2.55	4.49	0.42	2.55	2.70	0.00	5,730.10	0.00	0.36	0.00	5,737.63
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Mitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2011	59.39	48.83	29.86	0.06	1.82	2.55	4.20	0.19	2.55	2.70	0.00	5,730.10	0.00	0.36	0.00	5,737.63
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

2.2 Overall Operational

Unmitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Area	0.33	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00
Energy	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		5.86		0.00	0.00	5.90
Mobile	2.22	5.17	20.89	0.03	3.61	0.22	3.83	0.12	0.22	0.35		3,492.28		0.16		3,495.74
Total	2.55	5.17	20.89	0.03	3.61	0.22	3.83	0.12	0.22	0.35		3,498.14		0.16	0.00	3,501.64

Mitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Area	0.33	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00
Energy	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		5.86		0.00	0.00	5.90
Mobile	2.22	5.17	20.89	0.03	3.61	0.22	3.83	0.12	0.22	0.35		3,492.28		0.16		3,495.74
Total	2.55	5.17	20.89	0.03	3.61	0.22	3.83	0.12	0.22	0.35		3,498.14		0.16	0.00	3,501.64

3.0 Construction Detail

3.1 Mitigation Measures Construction

Water Exposed Area

Reduce Vehicle Speed on Unpaved Roads

3.2 Demolition - 2011

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					1.09	0.00	1.09	0.00	0.00	0.00						0.00
Off-Road	2.34	15.85	9.86	0.02		1.25	1.25		1.25	1.25		1,476.12		0.21		1,480.54
Total	2.34	15.85	9.86	0.02	1.09	1.25	2.34	0.00	1.25	1.25		1,476.12		0.21		1,480.54

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.36	3.37	2.02	0.00	1.18	0.15	1.33	0.01	0.15	0.17		417.71		0.02		418.08
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.08	0.08	0.92	0.00	0.15	0.01	0.16	0.01	0.01	0.01		133.56		0.01		133.75
Total	0.44	3.45	2.94	0.00	1.33	0.16	1.49	0.02	0.16	0.18		551.27		0.03		551.83

3.2 Demolition - 2011

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					0.49	0.00	0.49	0.00	0.00	0.00						0.00
Off-Road	2.34	15.85	9.86	0.02		1.25	1.25		1.25	1.25	0.00	1,476.12		0.21		1,480.54
Total	2.34	15.85	9.86	0.02	0.49	1.25	1.74	0.00	1.25	1.25	0.00	1,476.12		0.21		1,480.54

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.36	3.37	2.02	0.00	1.18	0.15	1.33	0.01	0.15	0.17		417.71		0.02		418.08
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.08	0.08	0.92	0.00	0.15	0.01	0.16	0.01	0.01	0.01		133.56		0.01		133.75
Total	0.44	3.45	2.94	0.00	1.33	0.16	1.49	0.02	0.16	0.18		551.27		0.03		551.83

3.3 Site Preparation - 2011

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					0.53	0.00	0.53	0.00	0.00	0.00						0.00
Off-Road	1.98	14.38	8.76	0.01		0.98	0.98		0.98	0.98		1,402.65		0.18		1,406.38
Total	1.98	14.38	8.76	0.01	0.53	0.98	1.51	0.00	0.98	0.98		1,402.65		0.18		1,406.38

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	3.63	34.41	20.64	0.04	1.33	1.58	2.91	0.14	1.58	1.72		4,260.68		0.18		4,264.37
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.04	0.04	0.46	0.00	0.08	0.00	0.08	0.00	0.00	0.01		66.78		0.00		66.87
Total	3.67	34.45	21.10	0.04	1.41	1.58	2.99	0.14	1.58	1.73		4,327.46		0.18		4,331.24

3.3 Site Preparation - 2011

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					0.24	0.00	0.24	0.00	0.00	0.00						0.00
Off-Road	1.98	14.38	8.76	0.01		0.98	0.98		0.98	0.98	0.00	1,402.65		0.18		1,406.38
Total	1.98	14.38	8.76	0.01	0.24	0.98	1.22	0.00	0.98	0.98	0.00	1,402.65		0.18		1,406.38

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	3.63	34.41	20.64	0.04	1.33	1.58	2.91	0.14	1.58	1.72		4,260.68		0.18		4,264.37
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.04	0.04	0.46	0.00	0.08	0.00	0.08	0.00	0.00	0.01		66.78		0.00		66.87
Total	3.67	34.45	21.10	0.04	1.41	1.58	2.99	0.14	1.58	1.73		4,327.46		0.18		4,331.24

3.4 Grading - 2011

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					0.75	0.00	0.75	0.41	0.00	0.41						0.00
Off-Road	2.34	15.85	9.86	0.02		1.25	1.25		1.25	1.25		1,476.12		0.21		1,480.54
Total	2.34	15.85	9.86	0.02	0.75	1.25	2.00	0.41	1.25	1.66		1,476.12		0.21		1,480.54

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.08	0.08	0.92	0.00	0.15	0.01	0.16	0.01	0.01	0.01		133.56		0.01		133.75
Total	0.08	0.08	0.92	0.00	0.15	0.01	0.16	0.01	0.01	0.01		133.56		0.01		133.75

3.4 Grading - 2011

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e	
Category	lb/day										lb/day						
Fugitive Dust					0.34	0.00	0.34	0.19	0.00	0.19							0.00
Off-Road	2.34	15.85	9.86	0.02		1.25	1.25		1.25	1.25	0.00	1,476.12		0.21			1,480.54
Total	2.34	15.85	9.86	0.02	0.34	1.25	1.59	0.19	1.25	1.44	0.00	1,476.12		0.21			1,480.54

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e	
Category	lb/day										lb/day						
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00			0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00			0.00
Worker	0.08	0.08	0.92	0.00	0.15	0.01	0.16	0.01	0.01	0.01		133.56		0.01			133.75
Total	0.08	0.08	0.92	0.00	0.15	0.01	0.16	0.01	0.01	0.01		133.56		0.01			133.75

3.5 Building Construction - 2011

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	2.60	19.11	10.99	0.02		1.30	1.30		1.30	1.30		1,945.40		0.23		1,950.29
Total	2.60	19.11	10.99	0.02		1.30	1.30		1.30	1.30		1,945.40		0.23		1,950.29

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.04	0.40	0.28	0.00	0.02	0.02	0.03	0.00	0.02	0.02		55.00		0.00		55.05
Worker	0.03	0.03	0.37	0.00	0.06	0.00	0.06	0.00	0.00	0.00		53.42		0.00		53.50
Total	0.07	0.43	0.65	0.00	0.08	0.02	0.09	0.00	0.02	0.02		108.42		0.00		108.55

3.5 Building Construction - 2011

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	2.60	19.11	10.99	0.02		1.30	1.30		1.30	1.30	0.00	1,945.40		0.23		1,950.29
Total	2.60	19.11	10.99	0.02		1.30	1.30		1.30	1.30	0.00	1,945.40		0.23		1,950.29

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.04	0.40	0.28	0.00	0.02	0.02	0.03	0.00	0.02	0.02		55.00		0.00		55.05
Worker	0.03	0.03	0.37	0.00	0.06	0.00	0.06	0.00	0.00	0.00		53.42		0.00		53.50
Total	0.07	0.43	0.65	0.00	0.08	0.02	0.09	0.00	0.02	0.02		108.42		0.00		108.55

3.6 Paving - 2011

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	2.63	16.21	9.93	0.02		1.39	1.39		1.39	1.39		1,408.52		0.24		1,413.47
Paving	0.03					0.00	0.00		0.00	0.00						0.00
Total	2.66	16.21	9.93	0.02		1.39	1.39		1.39	1.39		1,408.52		0.24		1,413.47

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.14	0.14	1.66	0.00	0.28	0.01	0.29	0.01	0.01	0.02		240.41		0.02		240.74
Total	0.14	0.14	1.66	0.00	0.28	0.01	0.29	0.01	0.01	0.02		240.41		0.02		240.74

3.6 Paving - 2011

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	2.63	16.21	9.93	0.02		1.39	1.39		1.39	1.39	0.00	1,408.52		0.24		1,413.47
Paving	0.03					0.00	0.00		0.00	0.00						0.00
Total	2.66	16.21	9.93	0.02		1.39	1.39		1.39	1.39	0.00	1,408.52		0.24		1,413.47

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.14	0.14	1.66	0.00	0.28	0.01	0.29	0.01	0.01	0.02		240.41		0.02		240.74
Total	0.14	0.14	1.66	0.00	0.28	0.01	0.29	0.01	0.01	0.02		240.41		0.02		240.74

3.7 Architectural Coating - 2011

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Archit. Coating	58.81					0.00	0.00		0.00	0.00						0.00
Off-Road	0.56	3.37	1.98	0.00		0.31	0.31		0.31	0.31		281.19		0.05		282.25
Total	59.37	3.37	1.98	0.00		0.31	0.31		0.31	0.31		281.19		0.05		282.25

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.01	0.01	0.09	0.00	0.02	0.00	0.02	0.00	0.00	0.00		13.36		0.00		13.37
Total	0.01	0.01	0.09	0.00	0.02	0.00	0.02	0.00	0.00	0.00		13.36		0.00		13.37

3.7 Architectural Coating - 2011

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Archit. Coating	58.81					0.00	0.00		0.00	0.00						0.00
Off-Road	0.56	3.37	1.98	0.00		0.31	0.31		0.31	0.31	0.00	281.19		0.05		282.25
Total	59.37	3.37	1.98	0.00		0.31	0.31		0.31	0.31	0.00	281.19		0.05		282.25

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Vendor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00		0.00		0.00
Worker	0.01	0.01	0.09	0.00	0.02	0.00	0.02	0.00	0.00	0.00		13.36		0.00		13.37
Total	0.01	0.01	0.09	0.00	0.02	0.00	0.02	0.00	0.00	0.00		13.36		0.00		13.37

4.0 Mobile Detail

4.1 Mitigation Measures Mobile

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Mitigated	2.22	5.17	20.89	0.03	3.61	0.22	3.83	0.12	0.22	0.35		3,492.28		0.16		3,495.74
Unmitigated	2.22	5.17	20.89	0.03	3.61	0.22	3.83	0.12	0.22	0.35		3,492.28		0.16		3,495.74
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

4.2 Trip Summary Information

Land Use	Average Daily Trip Rate			Unmitigated	Mitigated
	Weekday	Saturday	Sunday	Annual VMT	Annual VMT
Parking Lot	0.00	0.00	0.00		
Strip Mall	474.22	474.22	474.22	1,089,515	1,089,515
Total	474.22	474.22	474.22	1,089,515	1,089,515

4.3 Trip Type Information

Land Use	Miles			Trip %		
	H-W or C-W	H-S or C-C	H-O or C-NW	H-W or C-W	H-S or C-C	H-O or C-NW
Parking Lot	8.90	13.30	7.40	0.00	0.00	0.00
Strip Mall	8.90	13.30	7.40	16.60	64.40	19.00

5.0 Energy Detail

5.1 Mitigation Measures Energy

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
NaturalGas Mitigated	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		5.86		0.00	0.00	5.90
NaturalGas Unmitigated	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		5.86		0.00	0.00	5.90
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

5.2 Energy by Land Use - NaturalGas

Unmitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU	lb/day										lb/day					
Parking Lot	0	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00	0.00	0.00
Strip Mall	49.8356	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		5.86		0.00	0.00	5.90
Total		0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		5.86		0.00	0.00	5.90

5.2 Energy by Land Use - NaturalGas

Mitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU	lb/day										lb/day					
Parking Lot	0	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00	0.00	0.00
Strip Mall	0.0498356	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		5.86		0.00	0.00	5.90
Total		0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		5.86		0.00	0.00	5.90

6.0 Area Detail

6.1 Mitigation Measures Area

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Mitigated	0.33	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00
Unmitigated	0.33	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

6.2 Area by SubCategory

Unmitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
SubCategory	lb/day										lb/day					
Architectural Coating	0.08					0.00	0.00		0.00	0.00						0.00
Consumer Products	0.25					0.00	0.00		0.00	0.00						0.00
Landscaping	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00
Total	0.33	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00

Mitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio-CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
SubCategory	lb/day										lb/day					
Architectural Coating	0.08					0.00	0.00		0.00	0.00						0.00
Consumer Products	0.25					0.00	0.00		0.00	0.00						0.00
Landscaping	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00
Total	0.33	0.00	0.00	0.00		0.00	0.00		0.00	0.00		0.00		0.00		0.00

7.0 Water Detail

7.1 Mitigation Measures Water

8.0 Waste Detail

8.1 Mitigation Measures Waste

Institute Recycling and Composting Services

9.0 Vegetation

Appendix D

Historic Resources Assessment/Memorandum



Appendix E

Project Parking Study



ATTACHMENT D
Parking Demand Study

Begins on following page.



MEMORANDUM

Date: June 11, 2013

To: Mr. Christian Wofford, Burberry Ltd.

From: Anjum Bawa and Spencer Reed

Subject: Parking Study for 301 N. Rodeo, Beverly Hills, CA

Ref: LA13-2573

This memorandum summarizes the results of a parking study Fehr & Peers conducted for the proposed Burberry retail store to be located at 301 North Rodeo Drive in the City of Beverly Hills, California. The parking study involved estimating the number of parking spaces required by the proposed new retail use per City of Beverly Hills' ordinance, and then identified parking resources in the vicinity of project site that could qualify towards satisfying the project's parking requirements. These included parking facilities open to public parking located within a reasonable walking distance of ¼ of a mile.

The project involves the construction of a new Burberry retail store with a net floor area of 14,815 square feet (sf). The new store will replace an existing retail use and will include a total of up to three on-site parking spaces.

CITY OF BEVERLY HILLS CODE REQUIREMENTS

According to the City of Beverly Hills Municipal Code, retail uses are required to provide one parking space per 350 sf or approximately 2.86 spaces per 1,000 sf. At 14,815 sf, the proposed retail store will be required to provide approximately 43 spaces. Since the project is proposing to provide three on-site spaces, a total of 40 in-lieu parking spaces would be required.

Gross Leasable Area (1,000 sf)	Net Area (1,000 sf)	Code Required Parking [a]	Required Parking Spaces
21.750	14.815	2.86	43

[a] According to City of Beverly Hills Municipal Code, retail uses are required to provide 1 parking space per 350 sf.

PROJECT DEMAND ASSESSMENT

The anticipated parking demand generated by the proposed project was estimated based on demand rates recommended in *Parking Generation, 4th Edition* (Institute of Transportation Engineers [ITE], 2010). The estimated parking demand for retail on a Non-Friday Weekday (Non-December) is 2.55 vehicles per 1,000 sf of gross leasable area (GLA), or 55 vehicles. The estimated parking demand for retail on a Saturday (Non-December) is 2.87 vehicles per 1,000 sf of GLA, or 62 vehicles.

Period	Gross Leasable Area (1,000 sf)	Net Area (1,000 sf)	Estimated Parking Demand per 1,000 sf [a]	Required Parking Spaces
Thursday	21.750	14.815	2.55	56
Saturday			2.87	63

[a] Estimated Parking demand based on GLA. Thursday demand is estimated using average parking demand for LU 820 on a Non-Friday Weekday (Non-December). Saturday demand is estimated using average parking demand for LU 820 on a Saturday (Non-December)

Parking Generation, 4th Edition provides time-of-day parking demand distribution for both December and non-December days of the week. After review of the corresponding time-of-day distribution for the aforementioned peak parking demand rates, the peak demand for the proposed retail use will occur at 12:00 PM on a non-Friday weekday and 12:00 PM and 1:00 PM on a Saturday during all months of the year except December.

The project site is located within the City's "Golden Triangle" commercial district, which includes a mix of commercial uses such as retail, restaurants, office, medical offices, etc. Parking for the uses is either provided on- or off-site in city operated- or privately-owned parking facilities. With the density and diversity of uses, short blocks, and a mature network of sidewalks, visitors to the commercial district are encouraged to "park once." Once parked in the area, these visitors may visit multiple uses in the area without having to move their vehicles. It is anticipated that a significant portion of proposed Burberry retail store traffic would be generated from visitors already present in the area.

Considering the aforementioned, the effective parking demand for the new retail use will most likely be lower than estimated above.

EXISTING PARKING SUPPLY

As described, the project is proposing up to three on-site parking spaces and intends to satisfy its remaining demand with parking available in proximate off-site public parking facilities.

The project's off-site parking demand could be accommodated in the following three City-owned public parking facilities:

- Parking Structure 1 (345 N Beverly Dr) – approximately 284 spaces
- Parking Structure 3 (9510 Brighton Wy) – approximately 250 spaces
- Parking Structure 7 (241 N Canon Dr – 242 N Beverly Dr) – approximately 613 spaces, not including Level 1, which is reserved for Montage Parking, nor any spaces on Levels 2 to 4 categorized as "residential," "reserved" or "employee"

The locations of these structures are shown in Attachment A.

Parking Surveys

Hourly parking occupancy counts were conducted in February 2013 to determine the existing supply in the aforementioned three public parking structures. The surveys were conducted during the following time periods:

- Saturday, February 9, 2013 from 10:00 AM to 6:00 PM
- Thursday, February 21, 2013 from 10:00 AM to 6:00 PM

Tables 1 and 2 show the available parking supply and existing occupancy levels for the three structures on a typical weekday and weekend day (Saturday), respectively.

Provided below is a brief summary of survey results.

- Parking Structure 1
 - As shown in Figure 1A, peak parking utilization for PS 1 on a Thursday occurred at 1:00 PM when the garage was 87% full (248 of 284 spaces were occupied, 36 available spaces)
 - As shown in Figure 1B, peak parking utilization for PS 1 on a Saturday occurred at 1:00 PM when the garage was 84% full (239 of 284 spaces were occupied, 45 available spaces)
- Parking Structure 3
 - As shown in Figure 2A, peak parking utilization for PS 3 on a Thursday occurred at 2:00 PM when the garage was 92% full (229 of 250 spaces were occupied, 21 available spaces)
 - As shown in Figure 2B, peak parking utilization for PS 3 on a Saturday occurred at 3:00 PM when the garage was 93% full (232 of 250 spaces were occupied, 18 available spaces)
- Parking Structure 7
 - As shown in Figure 3A, peak parking utilization for PS 7 on a Thursday occurred at 1:00 PM when the garage was 80% full (489 of 613 spaces were occupied, 124 available spaces)
 - As shown in Figure 3B, peak parking utilization for PS 7 on a Saturday occurred at 2:00 to 3:00 PM when the garage was 31% full (187 of 613 spaces were occupied, 426 available spaces)

Figures 4A and 4B show a combined hourly parking utilization of all surveyed parking structures on a Thursday and Saturday, respectively. Based on the results of the survey, the peak parking utilization on a Thursday occurred at 1:00 PM with 205 available spaces. Peak parking utilization on a Saturday occurred at 2:00 PM with 495 available spaces.

Mr. Christian Wofford
Burberry, Ltd.
June 11, 2013
Page 4

The results of the parking survey indicate that the three public parking facilities located within reasonable walking distance to the project will have sufficient parking spaces available to meet the project's off-site parking demand.

CONCLUSION

Per the City's ordinance, the project is required to provide a total of 43 parking spaces. The project is proposing up to three on-site spaces and will provide the remaining 40 spaces as in-lieu parking permitted by the City's ordinance. Based on results of comprehensive parking occupancy surveys conducted at three City-owned parking facilities, the existing availability of 205 and 495 spaces during a weekday and Saturday, respectively, is sufficient to accommodate project's off-site parking demand.

FIGURE 1A - PARKING STRUCTURE 1 WEEKDAY OCCUPANCY

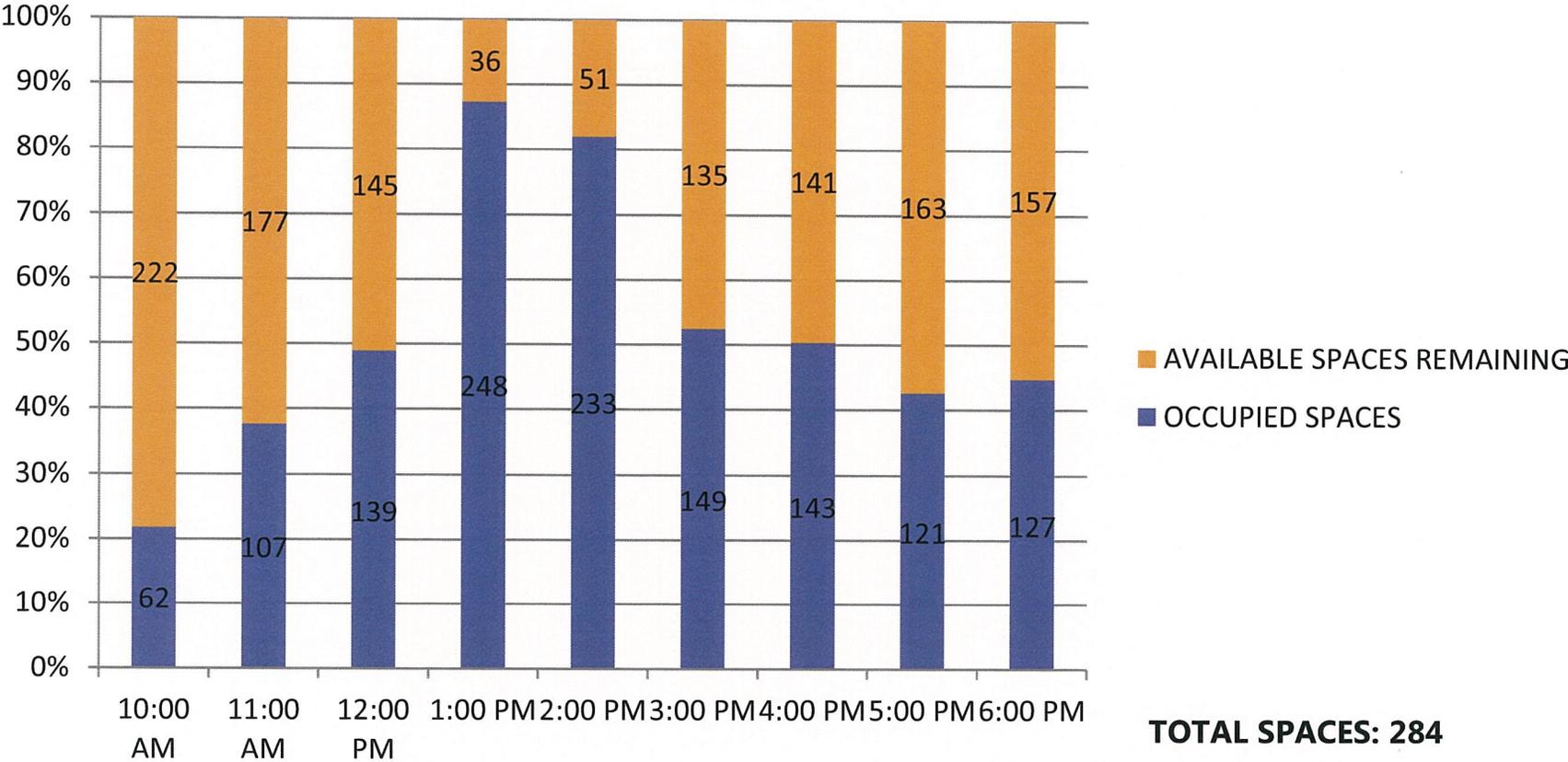


FIGURE 1B - PARKING STRUCTURE 1 SATURDAY OCCUPANCY

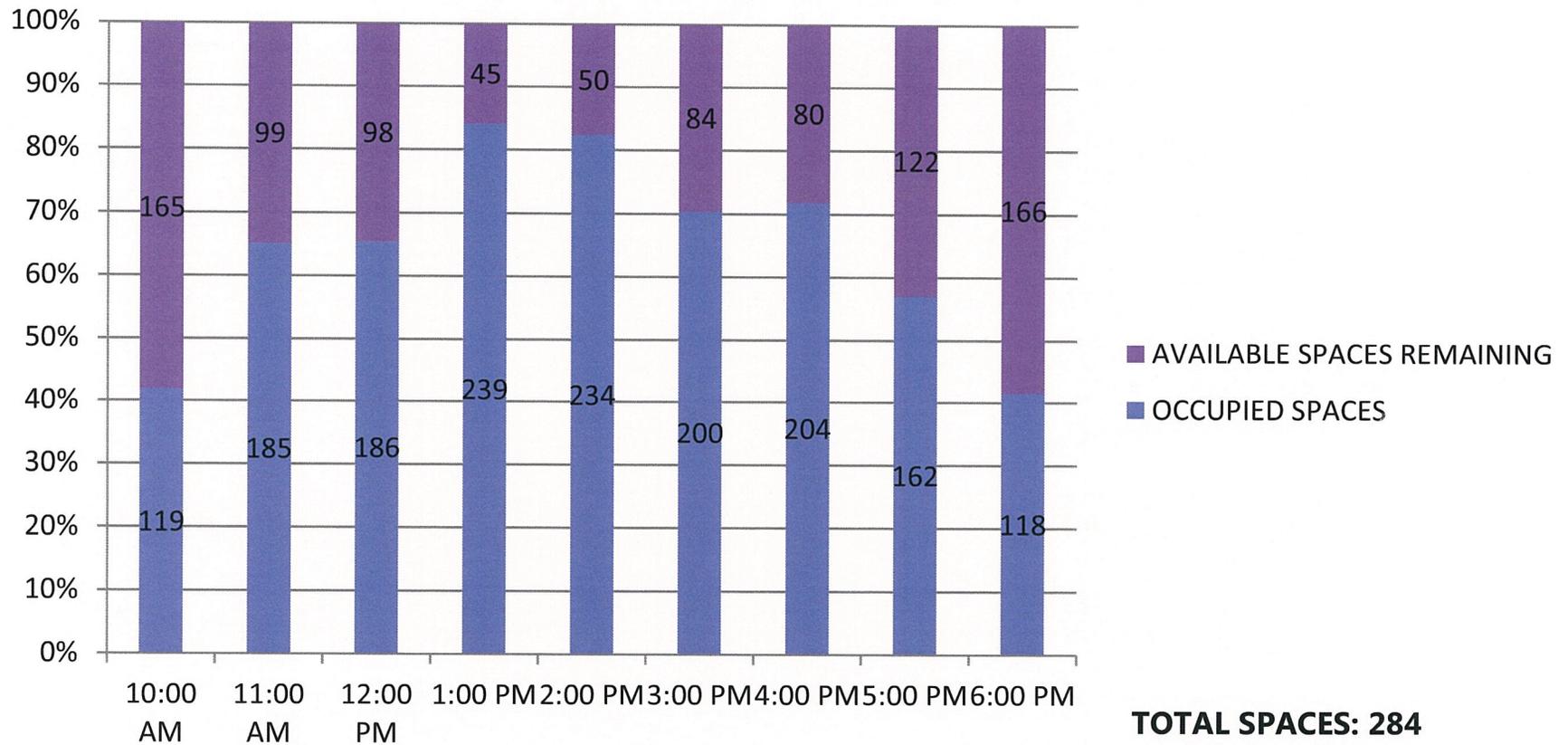


FIGURE 2A - PARKING STRUCTURE 3 WEEKDAY OCCUPANCY

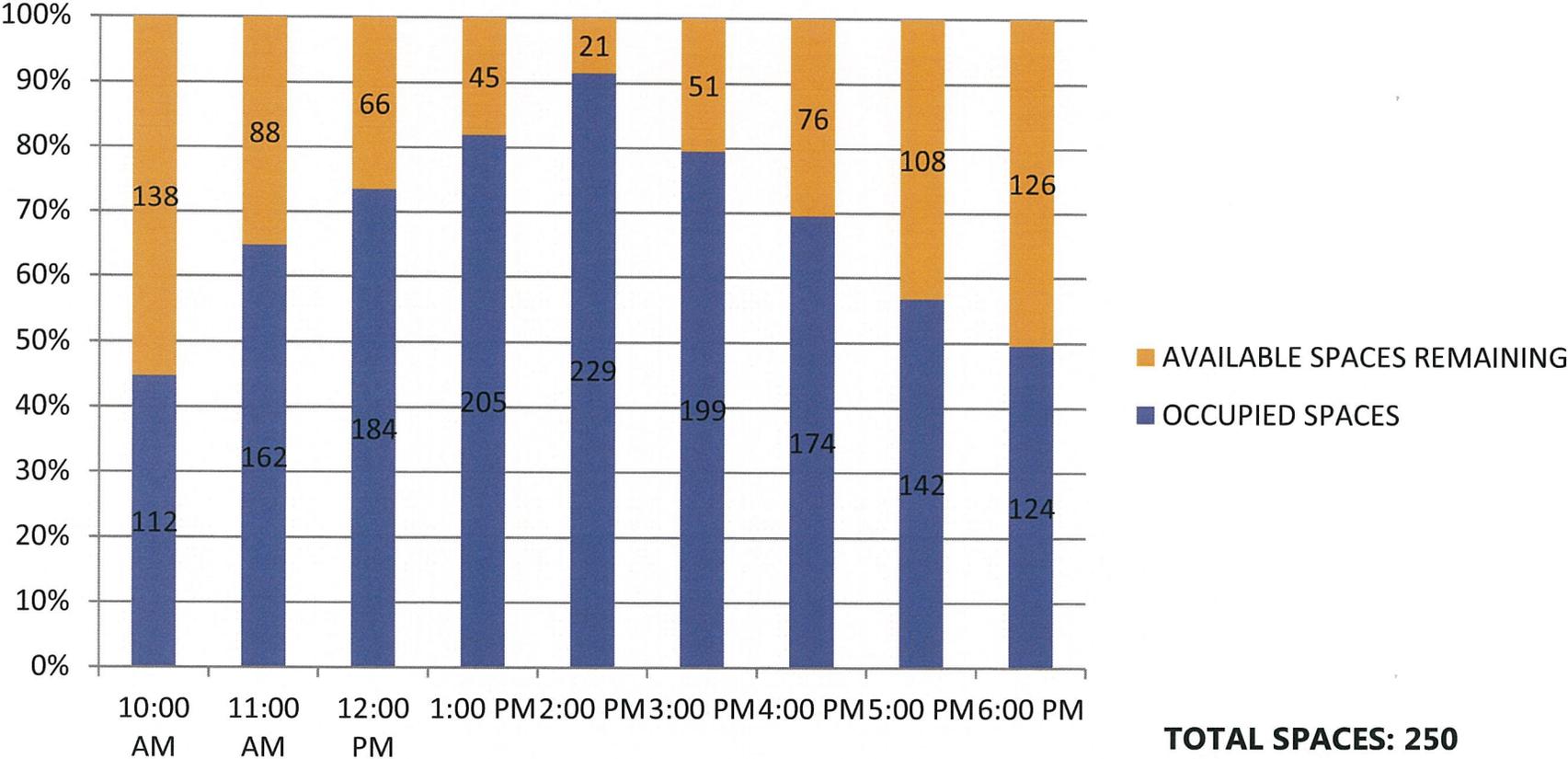


FIGURE 2B - PARKING STRUCTURE 3 SATURDAY OCCUPANCY

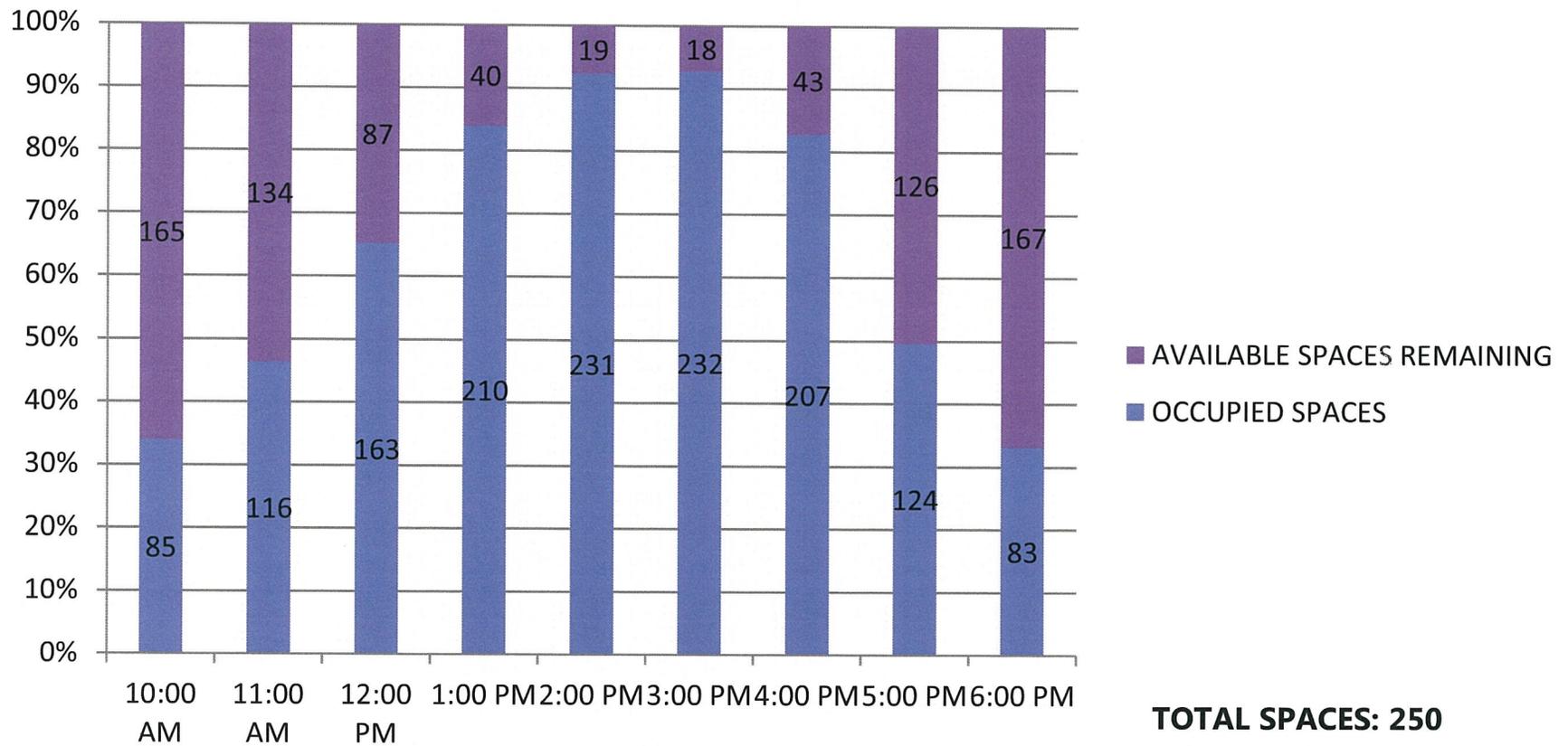


FIGURE 3A - PARKING STRUCTURE 7 WEEKDAY OCCUPANCY

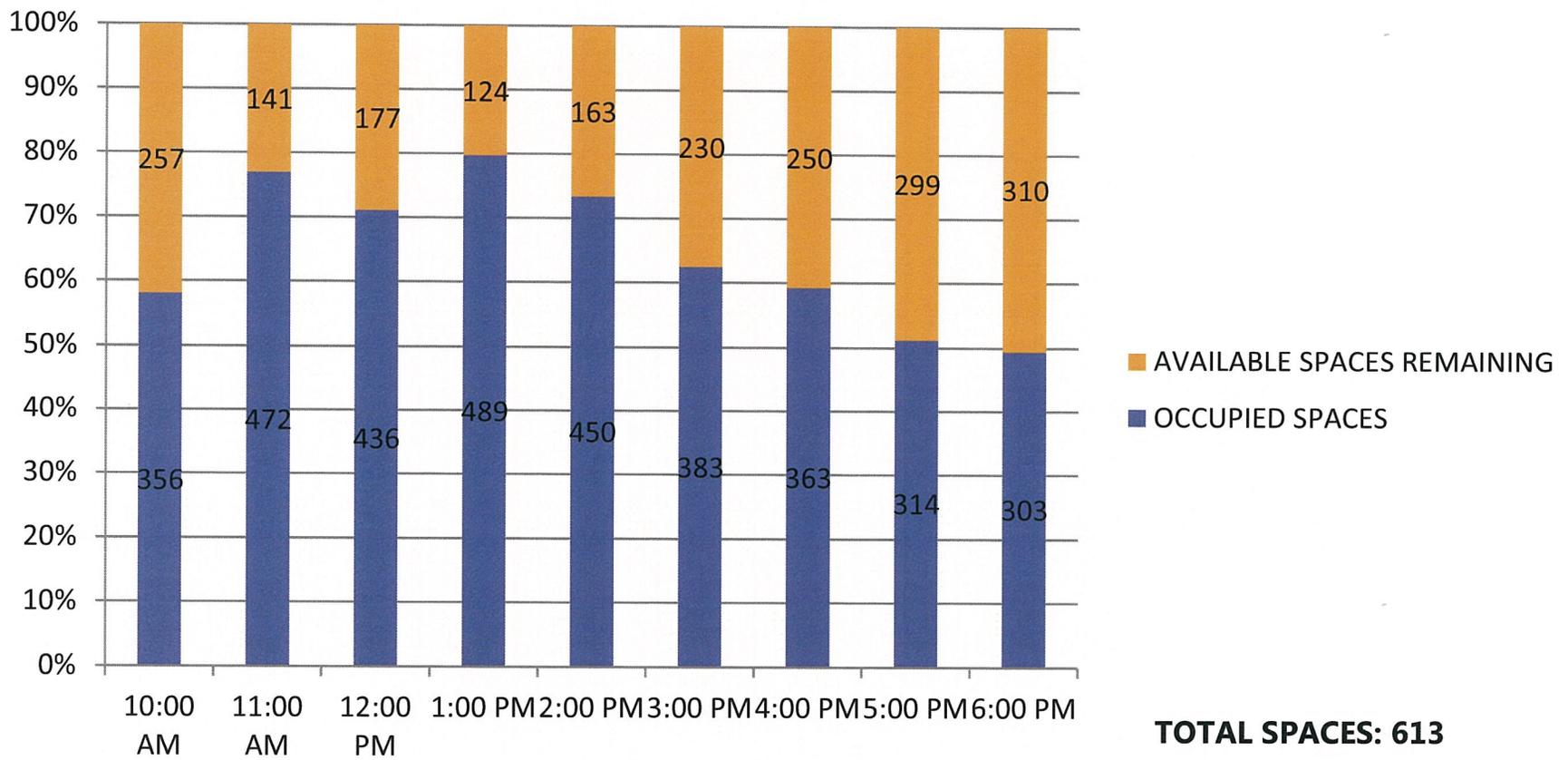


FIGURE 3B - PARKING STRUCTURE 7 SATURDAY OCCUPANCY

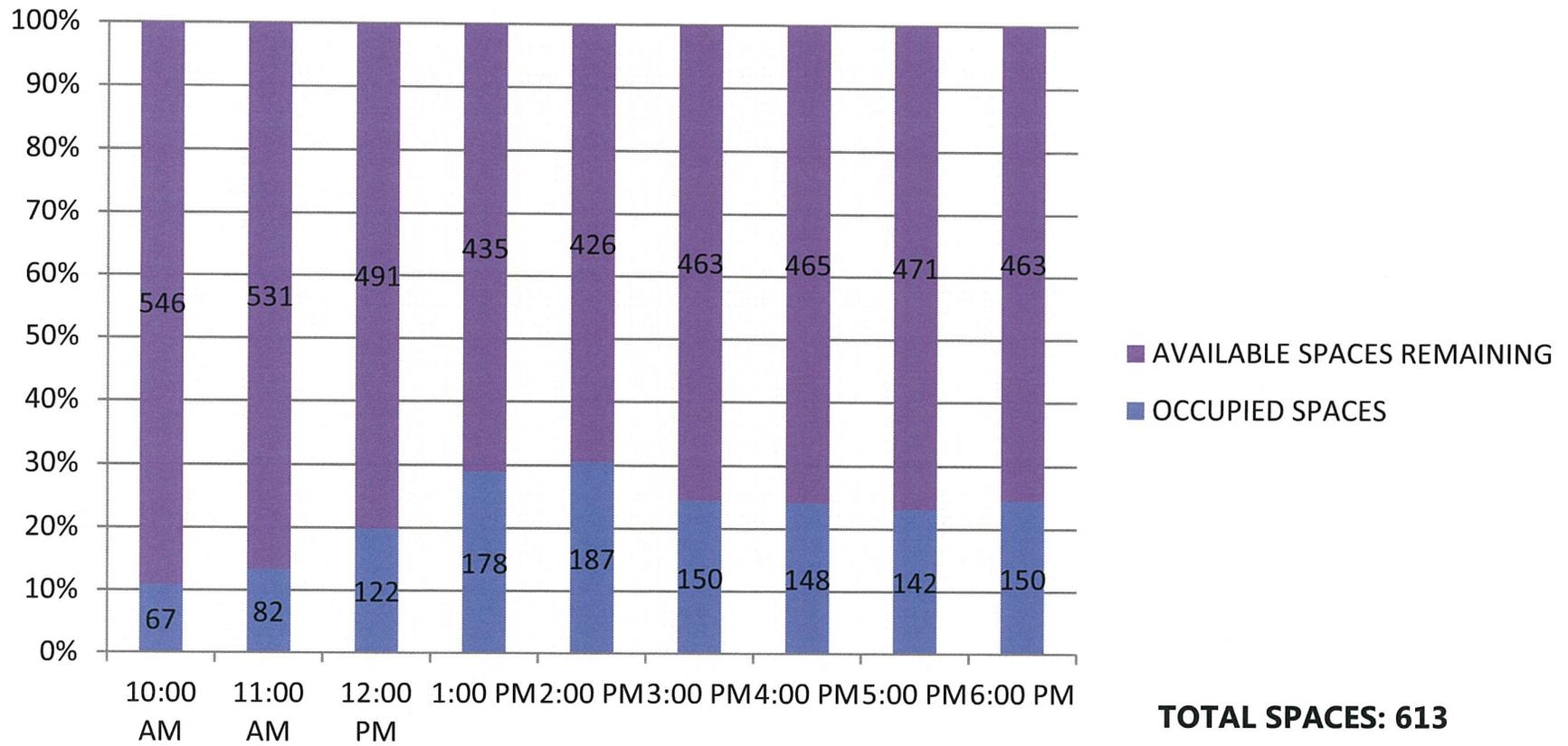


FIGURE 4A - TOTAL EXISTING WEEKDAY OCCUPANCY

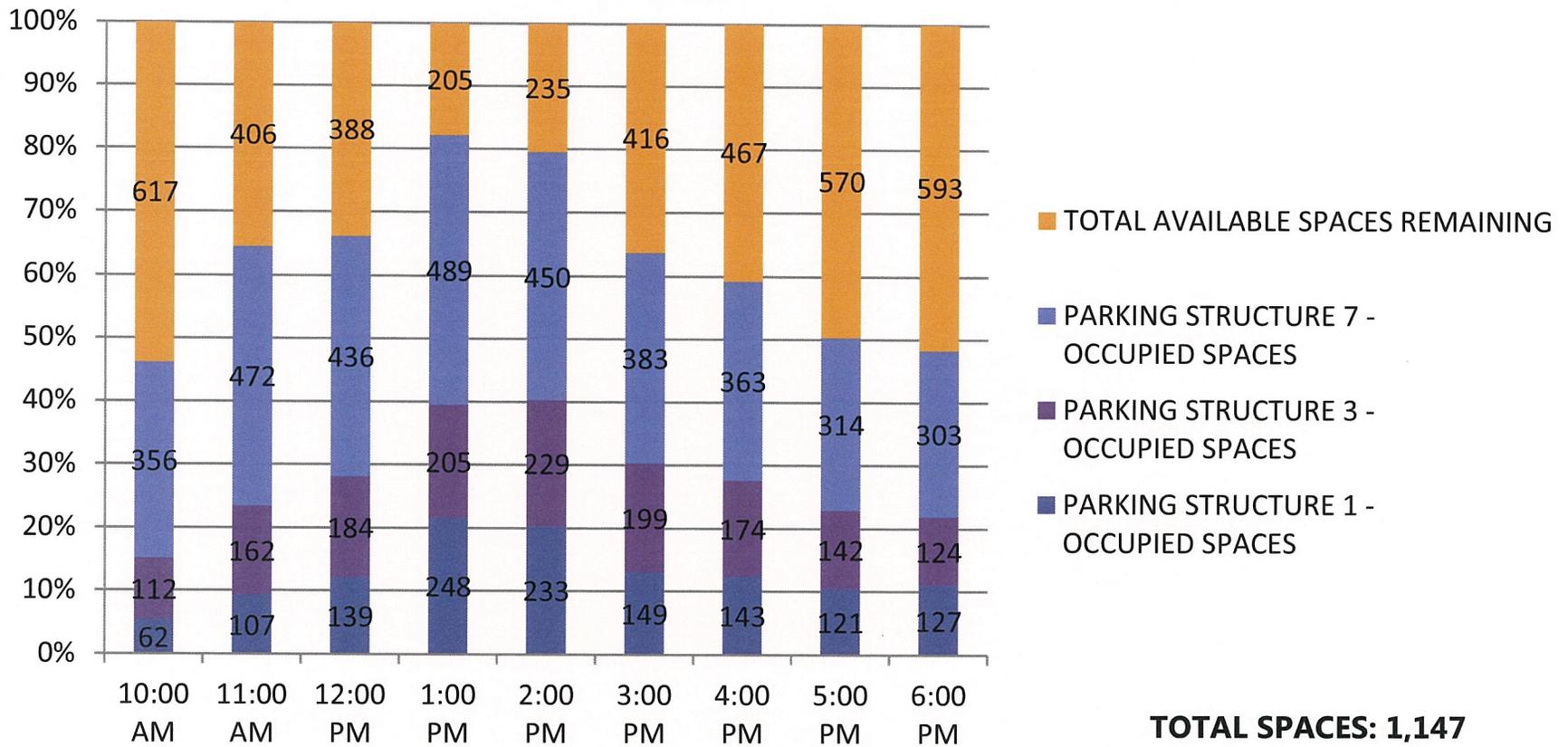


FIGURE 4B - TOTAL EXISTING SATURDAY OCCUPANCY

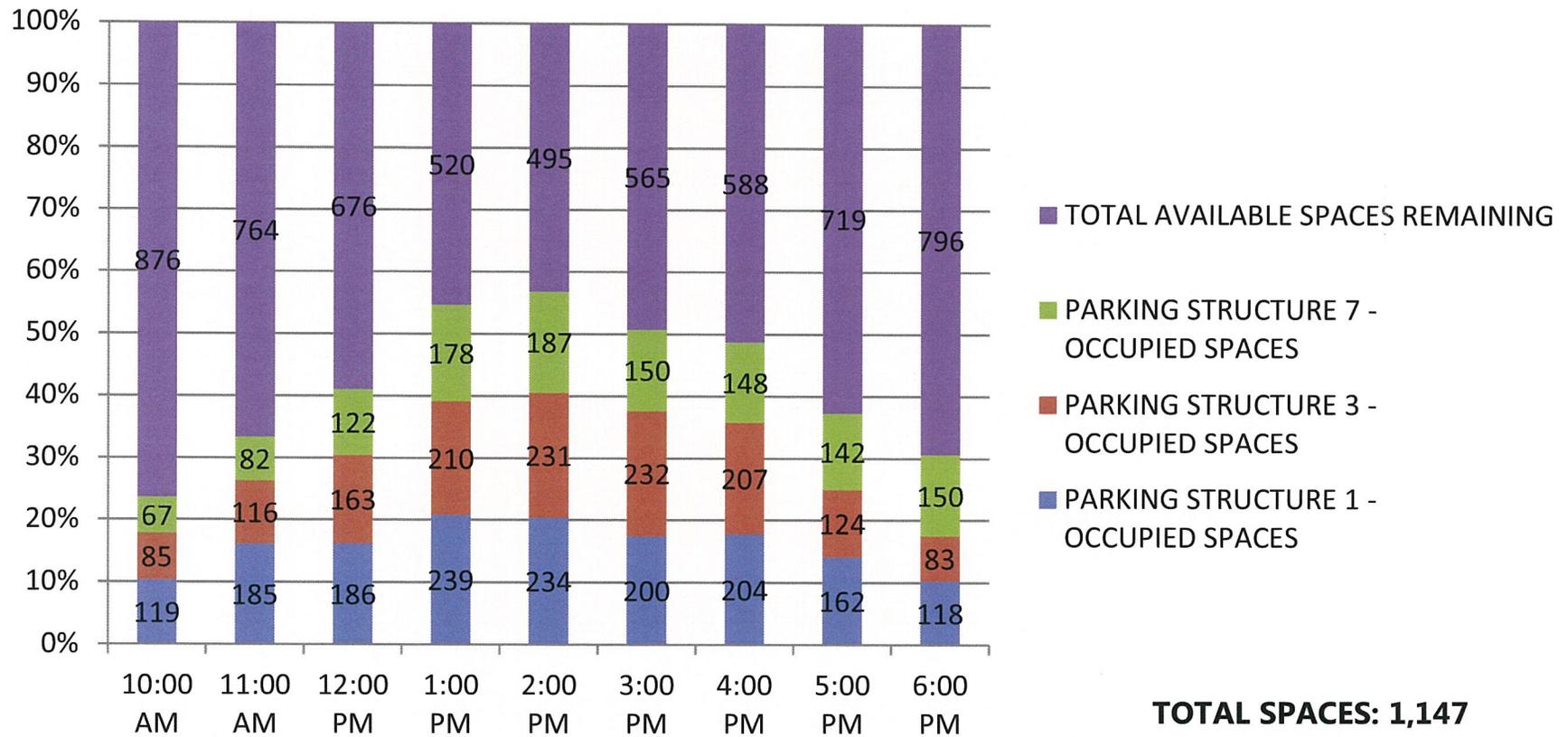


TABLE 1 - EXISTING WEEKDAY OCCUPANCY

THURSDAY, FEBRUARY 21

	PARKING STRUCTURE 1			PARKING STRUCTURE 3			PARKING STRUCTURE 7 ^(1,2,3)			TOTAL SPACES		AVAILABLE SPACES
	TOTAL SPACES	% OCCUPIED	SPACES REMAINING	250	% OCCUPIED	SPACES REMAINING	613	% OCCUPIED	SPACES REMAINING	1,147	% OCCUPIED	1,147
10:00 AM	62	22%	222	112	45%	138	356	58%	257	530	46%	617
11:00 AM	107	38%	177	162	65%	88	472	77%	141	741	65%	406
12:00 PM	139	49%	145	184	74%	66	436	71%	177	759	66%	388
1:00 PM	248	87%	36	205	82%	45	489	80%	124	942	82%	205
2:00 PM	233	82%	51	229	92%	21	450	73%	163	912	80%	235
3:00 PM	149	52%	135	199	80%	51	383	62%	230	731	64%	416
4:00 PM	143	50%	141	174	70%	76	363	59%	250	680	59%	467
5:00 PM	121	43%	163	142	57%	108	314	51%	299	577	50%	570
6:00 PM	127	45%	157	124	50%	126	303	49%	310	554	48%	593

[1] Data collection for Parking Structure 7 excludes Level 1, which is reserved for Montage parking. This analysis also excludes any spaces on Levels 2 to 4 which are categorized as "reserved," "residential" or "employee"

[2] Of the 613 spaces, 521 are tandem

[3] Some vehicles in count were parked illegally against the wall

TABLE 2 - EXISTING WEEKEND OCCUPANCY

SATURDAY, FEBRUARY 9

	PARKING STRUCTURE 1			PARKING STRUCTURE 3			PARKING STRUCTURE 7 ^(1,2)			TOTAL STRUCTURES		AVAILABLE SPACES
	TOTAL SPACES	% OCCUPIED	SPACES REMAINING	250	% OCCUPIED	SPACES REMAINING	613	% OCCUPIED	SPACES REMAINING	1,147	% OCCUPIED	1,147
10:00 AM	119	42%	165	85	34%	165	67	11%	546	271	24%	876
11:00 AM	185	65%	99	116	46%	134	82	13%	531	383	33%	764
12:00 PM	186	65%	98	163	65%	87	122	20%	491	471	41%	676
1:00 PM	239	84%	45	210	84%	40	178	29%	435	627	55%	520
2:00 PM	234	82%	50	231	92%	19	187	31%	426	652	57%	495
3:00 PM	200	70%	84	232	93%	18	150	24%	463	582	51%	565
4:00 PM	204	72%	80	207	83%	43	148	24%	465	559	49%	588
5:00 PM	162	57%	122	124	50%	126	142	23%	471	428	37%	719
6:00 PM	118	42%	166	83	33%	167	150	24%	463	351	31%	796

[1] Data collection for Parking Structure 7 excludes Level 1, which is reserved for Montage parking. This analysis also excludes any spaces on Levels 2 to 4 which are categorized as "reserved," "residential" or "employee"

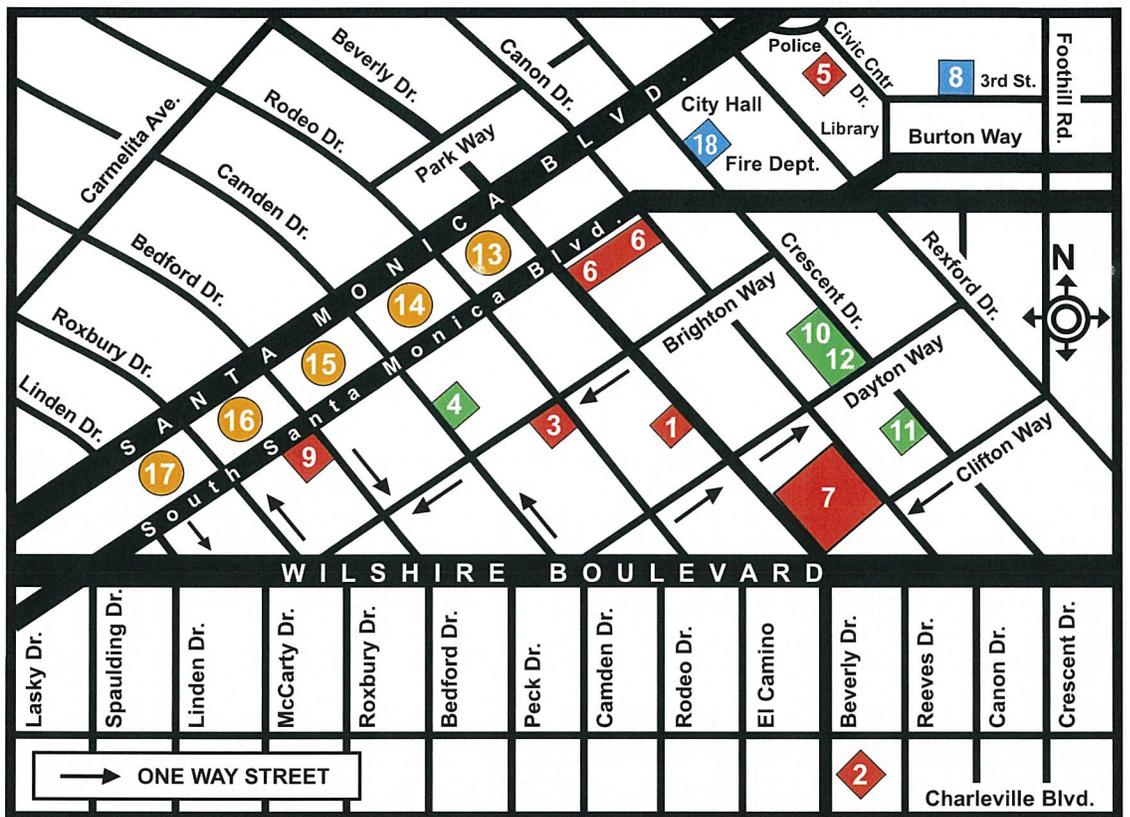
[2] Of the 613 spaces, 521 are tandem

ATTACHMENT A

CITY OF BEVERLY HILLS PARKING STRUCTURES GUIDE

GUIDE TO CITY OF BEVERLY HILLS FREE PARKING

AND OTHER PARKING PROGRAMS



First Two Hours Free Parking

Self Park Structures

- 1** 345 N. Beverly Drive
- 2** 216 S. Beverly Drive
- 3** 9510 Brighton Way
- 5** 450 N. Rexford Drive
- 6** 438 N. Beverly Dr. - 439 N. Canon Dr.
- 321 S. La Cienega Blvd.** (not shown on map)
- 7** 241 N. Canon Dr. - 242 N. Beverly Dr.
Public Gardens at Montage
- 9** 461 N. Bedford Drive



Pay As You Go

- 8** 9333 W. 3rd Street
- 18** 450 N. Crescent Drive



EV charging stations are available in all City non-metered parking structures

First One Hour Free Parking

Self Park Structures

- 4** 440 N. Camden Drive
- 10** 333 N. Crescent Drive
- 11** 221 N. Crescent Drive
- 12** 9361 Dayton Way

3 Hour Meter Parking Structures

- 13** SM-1, 485 N. Beverly Drive
Beverly - Rodeo Drive
- 14** SM-2, 485 N. Rodeo Drive
Rodeo - Camden Drive
- 15** SM-3, 485 N. Camden Drive
Camden - Bedford Drive
- 16** SM-4, 485 N. Bedford Drive
Bedford - Roxbury Drive
- 17** SM-5, 485 N. Roxbury Drive
Roxbury - Linden Drive

ATTACHMENT E

Staff Recommended Findings and Conditions of Approval

DRAFT FINDINGS

Development Plan Review

1. *The proposed plan is consistent with the general plan and any specific plans adopted for the area.*

The proposed project has been determined to be consistent with the requirements and guidance of the General Plan for commercial uses located within the Business Triangle. The subject site is surrounded by commercial development, and the proposed project would therefore be a harmonious addition to the area. Additionally, the proposed project is not located within any specific plans adopted for the area.

2. *The proposed plan will not adversely affect existing and anticipated development in the vicinity and will promote harmonious development of the area.*

The proposed project is consistent with the development standards established in the City's Municipal Code and General Plan. Existing development along North Rodeo Drive consists of commercial buildings that are typically between one and three stories in height, which primarily contain retail uses. Construction of the proposed project, which is a retail store consistent with surrounding uses, is not anticipated to adversely affect existing and anticipated development on the adjacent, commercially-zoned properties, and is therefore considered to be a harmonious addition that would help to further enliven North Rodeo Drive. Furthermore, the traffic and parking assessment prepared in conjunction with the project has not identified any significant traffic or parking impacts that would result from the proposed project.

3. *The nature, configuration, location, density, height, and manner of operation of any commercial development proposed by the plan will not significantly and adversely interfere with the use and enjoyment of residential properties in the vicinity of the subject property.*

As proposed, the project meets zoning requirements for configuration, location, and density. As proposed, the height of the building is consistent with other commercial development along North Rodeo Drive which ranges from two (2) to four (4) stories. Additionally, the subject site is centrally located in the Business Triangle and is surrounded by commercial development. Based on the proposed project's location within the Business Triangle, its consistency in scale to other commercial buildings in the area, and its adherence to the Beverly Hills Municipal Code, the project is not expected to significantly and adversely interfere with the use and enjoyment of residential properties in the vicinity of the subject property.

4. *The proposed plan will not create any significantly adverse traffic impacts, traffic safety hazards, pedestrian-vehicle conflicts, or pedestrian safety hazards.*

A traffic analysis and parking assessment were peer reviewed by the City in order to identify any potential impacts that might be generated by vehicles associated with the proposed project. The traffic analysis reviewed the number of daily vehicle trips expected to be generated by the project and found that, based on existing traffic volumes and infrastructure capacities, the project would not generate any significant impacts related to traffic. Furthermore, the parking assessment studied three public parking garages within walking distance of the project site, and demonstrated that sufficient parking capacity exists in order to accommodate the project's in-lieu parking request without causing a parking shortfall. Therefore, the project is not

ATTACHMENT E

Staff Recommended Findings and Conditions of Approval

anticipated to result in any significantly adverse traffic impacts, traffic safety hazards, pedestrian-vehicle conflicts, or pedestrian safety hazards.

5. *The proposed plan will not be detrimental to the public health, safety, or general welfare.*

The project has been designed to be consistent with surrounding development, and is compatible with the existing retail uses along North Rodeo Drive. Because the project has been designed as a harmonious addition to the Rodeo Drive retail district, and based on the discussions and analysis in Findings 1-4 above, the project is not anticipated to be detrimental to the public health, safety, or general welfare.

6. *The proposed rooftop use will be of such limited intensity, frequency, and/or duration so as not to significantly and adversely impact traffic and circulation in the surrounding area.*

The proposed rooftop use and terrace would be used for VIP retail sales and other VIP services. Since the rooftop would operate as retail sales in conjunction with the other areas of the retail store, it is not anticipated that the intensity, frequency, and/or duration of the rooftop use and terrace would significantly or adversely impact traffic and circulation in the surrounding area.

In-Lieu Parking

1. *Participation in the in-lieu parking district, as approved, will not adversely affect existing and anticipated development in the vicinity and will promote harmonious development of the area.*

Although approval of the in-lieu parking request would generate additional demand on the City's existing parking facilities, the parking assessment prepared in conjunction with the project indicates that a sufficient number of parking spaces are available within two nearby, public parking structures to accommodate the requested forty in-lieu parking spaces. The additional demand of forty vehicles at the subject parking facilities would not result in a parking shortfall, and would therefore not adversely affect existing and anticipated development in the vicinity. In fact, approval of the in-lieu parking spaces facilitates the redevelopment of an existing retail store, which will be a harmonious and beneficial addition to the Rodeo Drive retail district.

2. *Participation in the in-lieu parking district, as approved, will not create any significantly adverse traffic safety impacts, pedestrian-vehicle conflicts, or parking impacts.*

The City's existing public parking facilities and circulation patterns will not be modified as a result of the project, and are already designed to limit traffic safety impacts and pedestrian-vehicle conflicts. Additionally, based on current usage patterns the requested in-lieu parking spaces can be accommodated within existing public parking facilities without adversely impacting the operation of such existing parking facilities. Therefore, participation in the in-lieu parking district is not anticipated to result in traffic safety impacts, pedestrian-vehicle conflicts, or parking impacts.

3. *Participation in the in-lieu parking district will not be detrimental to the public health, safety, and welfare.*

The project involves the construction of a three (3) story with rooftop VIP sales area, 14,815 square foot commercial retail building resulting in the need for forty in-lieu parking spaces. The

ATTACHMENT E

Staff Recommended Findings and Conditions of Approval

project allows the establishment of a prominent retailer along North Rodeo Drive, which will further contribute to the retail environment within the vicinity of the project site. The in-lieu parking spaces can be accommodated within existing public parking facilities without adversely impacting the operation of such existing facilities. As a result, the project is not anticipated to be detrimental to the public health, safety, and welfare.

DRAFT CONDITIONS

Project Specific Conditions

1. Prior to the issuance of building permits, the Applicant shall address the following comments and the final design shall be subject to Architectural Commission approval with direction from the City's Urban Designer:
 - a. The enclosed stairway attached to the rooftop structure appears bulky and out of scale as seen from North Rodeo Drive. The applicant should consider setting the stairway enclosure further back from the Rodeo Drive building facade.
 - b. The building entry located on the southeast corner of the building on the ground floor should be further refined. A two story entry element should be considered and may better identify this corner.
 - c. Explore redesigning the rooftop structure to integrate better with the lower three levels of the building.
 - d. The rooftop structure is not designed to be internally compatible and appears to be two separate 'blocks'. Explore redesigning the rooftop structure to improve compatibility.

Standard Conditions

See attached Draft Resolution.

ATTACHMENT F
Draft Resolution

Begins on following page.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING A DEVELOPMENT PLAN REVIEW TO ALLOW THE CONSTRUCTION OF A THREE-STORY COMMERCIAL BUILDING WITH ROOFTOP VIP RETAIL SALES AREA AND FORTY (40) IN-LIEU PARKING SPACES FOR THE PROPERTY LOCATED AT 301 NORTH RODEO DRIVE (BURBERRY).

The Planning Commission of the City of Beverly Hills hereby finds, resolves, and determines as follows:

Section 1. Jack Neeson, agent on behalf of the property owner (collectively the "Applicant"), has submitted an application for a Development Plan Review to allow the construction of a new three-story commercial building with a rooftop VIP retail sales area and forty (40) in-lieu parking spaces for the property located at 301 North Rodeo Drive (the "Project").

Pursuant to Beverly Hills Municipal Code (BHMC) §10-3-3100, a Development Plan Review is required for the construction of any new structure that has a floor area of 2,500 square feet or more and, according to BHMC §10-3-3107(B), a Development Plan Review is required to establish rooftop uses. Participation in the City's in-lieu parking program, pursuant to BHMC §10-3-3303, may be requested by a property owner for a general retail use.

Section 2. The Project site is located within the Business Triangle, along the 300 block of North Rodeo Drive at the corner of North Rodeo Drive and Dayton Way. Development in the vicinity of the project site typically consists of luxury retail and office uses

within buildings that are predominantly two to four stories in height. The area is pedestrian-oriented and is lined with ground-floor retail establishments. The proposed project consists of the demolition of an existing two-story commercial building and the construction of a new three-story commercial building with a rooftop VIP sales area for luxury retailer Burberry. The building would be approximately 45'-0" in height measured to the top of the third floor and approximately 60'-0" in height measured to the top of the rooftop VIP sales area. The total floor area of the building would be 14,815 square feet. Of the 14,815 total square feet, the rooftop VIP sales area would occupy 1,490 square feet. The rooftop area would be utilized for services such as private showings and private fittings. A rooftop terrace is also proposed adjacent to the rooftop VIP sales area. The proposed project triggers the need for a total of forty-three (43) parking spaces; however, only three parking spaces are proposed on the project site. The three spaces, one of which is a required accessible parking space (ADA space), would be located at the rear of the project site and will be accessed from the alley along the west side of the site. The additional forty (40) required spaces are proposed to be provided through the City's in-lieu parking program. One loading space has been provided at the rear of the project site. The loading space will be accessed from the alley along the west side of the site.

Section 3. The Project has been environmentally reviewed pursuant to the California Environmental Quality Act (Public Resources Code Sections 21000, *et seq.* ("CEQA"), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the City's environmental guidelines. A Class 32 Categorical Exemption has been issued pursuant to CEQA Guidelines Section 15332 (infill development) because the Project meets the following environmental criteria:

- (a) The Project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations;
- (b) The proposed development occurs within city limits on a Project site of no more than 5 acres substantially surrounded by urban uses;
- (c) The project site has no value as habitat for endangered, rare, or threatened species;
- (d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality; and
- (e) The site can be adequately served by all required utilities and public services.

The Project complies with the above-referenced criteria, based on the following information:

- (a) The Project has been found to be consistent with the applicable general plan land use designation and all applicable general plan policies. Additionally, the Project has been reviewed for conformance with the applicable zoning designation and all zoning regulations and development standards.
- (b) The Project is located at 301 North Rodeo Drive, which is located within the City's Business Triangle. Additionally, the Project site is substantially surrounded by urban uses on all sides, and the Project site is

approximately 0.17 acres in size, which is well within the required 5-acre limit.

- (c) The Project site was previously developed with a two-story commercial building and has remained as such until present day. Because the Project site is already developed with a commercial building, the site does not hold any value as habitat for endangered, rare, or threatened species.
- (d) A traffic analysis was prepared in conjunction with the Project, which found that based on the anticipated trip generation of the retail uses, the Project will not generate any significant impacts related to traffic. Additionally, a study was prepared to analyze potential impacts related to noise, air quality, and water quality. The study found that minor, short-term impacts may be generated during construction of the Project, but that once complete, the Project would not generate any significant impacts related to noise, air quality, or water quality.
- (e) Because the Project site has been previously developed, and is consistent with the requirements of the general plan, it can be adequately served by all required utilities and public services.

Section 4. Notice of the Project and public hearing was mailed on June 17, 2013 to all single-family residential property owners within a 500-foot radius and property owners in other zones within a 300-foot radius of the project site. On June 27, 2013 the Planning Commission considered the application at a duly noticed public hearing. Evidence, both written and oral, was presented at the meeting.

Section 5. In considering the request for a Development Plan Review, the Planning Commission considered whether the following findings could be made in support of the Project:

1. Whether the proposed plan is consistent with the General Plan and any specific plans for the area;

2. Whether the proposed plan will adversely affect existing and anticipated development in the vicinity and will promote harmonious development of the area;

3. Whether the nature, configuration, location, density, height and manner of operation of any commercial development proposed by the plan will significantly and adversely interfere with the use and enjoyment of other residential properties in the vicinity of the subject property;

4. Whether the proposed plan will create any significantly adverse traffic impacts, traffic safety hazards, pedestrian-vehicle conflicts, or pedestrian safety hazards and whether the proposed plan will create any significantly adverse parking impacts as a result of employee or patron parking demand;

5. Whether the proposed plan will be detrimental to the public health, safety, or general welfare; and

6. Whether the proposed rooftop use will be of such limited intensity, frequency, and/or duration so as not to significantly and adversely impact traffic and circulation in the surrounding area.

Section 6. Based on the foregoing, the Planning Commission hereby finds and determines as follows with respect to the Development Plan Review:

1. The proposed Project has been determined to be consistent with the requirements and guidance of the General Plan for commercial uses located within the Business Triangle. The subject site is surrounded by commercial development, and the proposed Project would therefore be a harmonious addition to the area. Additionally, the proposed Project is not located within any specific plans adopted for the area.

2. The proposed Project is consistent with the development standards established in the City's Municipal Code and General Plan. Existing development along North Rodeo Drive consists of commercial buildings that are typically between one and three stories in height, which primarily contain retail uses. Construction of the proposed Project, which is a retail store consistent with surrounding uses, is not anticipated to adversely affect existing and anticipated development on the adjacent, commercially-zoned properties, and is therefore considered to be a harmonious addition that would help to further enliven North Rodeo Drive. Furthermore, the traffic and parking assessment prepared in conjunction with the Project has not identified any significant traffic or parking impacts that would result from the proposed Project.

3. As proposed, the Project meets zoning requirements for configuration, location, and density. As proposed, the height of the building is consistent with other commercial development along North Rodeo Drive which ranges from two (2) to four (4) stories. Additionally, the subject site is centrally located in the Business Triangle and is surrounded by commercial development. Based on the proposed Project's location within the Business Triangle, its consistency in scale to other commercial buildings in the area, and its adherence to the Beverly Hills Municipal Code, the Project is not expected to significantly and

adversely interfere with the use and enjoyment of residential properties in the vicinity of the subject property.

4. A traffic analysis and parking assessment were peer reviewed by the City in order to identify any potential impacts that might be generated by vehicles associated with the proposed Project. The traffic analysis reviewed the number of daily vehicle trips expected to be generated by the Project and found that, based on existing traffic volumes and infrastructure capacities, the Project would not generate any significant impacts related to traffic. Furthermore, the parking assessment studied three public parking garages within walking distance of the Project site, and demonstrated that sufficient parking capacity exists in order to accommodate the Project's in-lieu parking request without causing a parking shortfall. Therefore, the Project is not anticipated to result in any significantly adverse traffic impacts, traffic safety hazards, pedestrian-vehicle conflicts, or pedestrian safety hazards.

5. The Project has been designed to be consistent with surrounding development, and is compatible with the existing retail uses along North Rodeo Drive. Because the Project has been designed as a harmonious addition to the Rodeo Drive retail district, and based on the discussions and analysis in Findings 1-4 above, the Project is not anticipated to be detrimental to the public health, safety, or general welfare.

6. The proposed rooftop use and terrace would be used for VIP retail sales and other VIP services. Since the rooftop would operate as retail sales in conjunction with the other areas of the retail store, it is not anticipated that the intensity, frequency, and/or duration of the rooftop use and terrace would significantly or adversely impact traffic and circulation in the surrounding area.

Section 7. In considering the application for in-lieu parking, the Planning Commission considered the following criteria:

1. Whether participation in the in-lieu parking district, as approved, will adversely affect existing and anticipated development in the vicinity and will promote harmonious development of the area;
2. Whether participation in the in-lieu parking district, as approved, will create any significantly adverse traffic safety impacts, pedestrian-vehicle conflicts, or parking impacts; and
3. Whether participation in the in-lieu parking district will be detrimental to the public health, safety, or welfare.

Section 8. Based on the foregoing, the Planning Commission hereby finds and determines as follows:

1. Although approval of the in-lieu parking request would generate additional demand on the City's existing parking facilities, the parking assessment prepared in conjunction with the project indicates that a sufficient number of parking spaces are available within two nearby, public parking structures to accommodate the requested forty in-lieu parking spaces. The additional demand of forty vehicles at the subject parking facilities would not result in a parking shortfall, and would therefore not adversely affect existing and anticipated development in the vicinity. In fact, approval of the in-lieu parking spaces facilitates the redevelopment of an existing retail store, which will be a harmonious and beneficial addition to the Rodeo Drive retail district.
2. The City's existing public parking facilities and circulation patterns will not be modified as a result of the Project, and are already designed to limit traffic

safety impacts and pedestrian-vehicle conflicts. Additionally, based on current usage patterns the requested in-lieu parking spaces can be accommodated within existing public parking facilities without adversely impacting the operation of such existing parking facilities. Therefore, participation in the in-lieu parking district is not anticipated to result in traffic safety impacts, pedestrian-vehicle conflicts, or parking impacts.

3. The Project involves the construction of a three (3) story with rooftop VIP sales area, 14,815 square foot commercial retail building resulting in the need for forty in-lieu parking spaces. The Project allows the establishment of a prominent retailer along North Rodeo Drive, which will further contribute to the retail environment within the vicinity of the Project site. The in-lieu parking spaces can be accommodated within existing public parking facilities without adversely impacting the operation of such existing facilities. As a result, the Project is not anticipated to be detrimental to the public health, safety, and welfare.

Section 9. Based on the foregoing, the Planning Commission hereby grants the requested Development Plan Review, In-Lieu Parking, and Determination of Ineligibility for Landmark Designation subject to the following conditions:

1. The Project shall be constructed in substantial compliance with the plans and specifications approved by the Planning Commission on June 27, 2013.
2. Prior to the issuance of building permits, the Applicant shall address the following comments and the final design shall be subject to Architectural Commission approval with direction from the City's Urban Designer:
 - a. The enclosed stairway attached to the rooftop structure appears bulky and out of scale as seen from North Rodeo Drive. The applicant

should consider setting the rooftop stairway enclosure further back from the Rodeo Drive building façade.

b. The building entry located on the southeast corner of the building on the ground floor should be further refined. A two story entry element should be considered and may better identify this corner.

c. Explore redesigning the rooftop structure to integrate better with the lower three levels of the building.

d. The rooftop structure is not designed to be internally compatible and appears to be two separate 'blocks'. Explore redesigning the rooftop structure to improve compatibility.

3. APPROVAL RUNS WITH LAND. These conditions shall run with the land and shall remain in full force for the duration of the life of the Project.

4. Minor amendments to the plans shall be subject to approval by the Director of Community Development. A significant change to the approved Project shall be subject to Planning Commission Review. Construction shall be in conformance with the plans approved herein or as modified by the Planning Commission or Director of Community Development.

5. Project Plans are subject to compliance with all applicable zoning regulations, except as may be expressly modified herein. Project plans shall be subject to a complete Code Compliance review when building plans are submitted for plan check. Compliance with all applicable Municipal Code and General Plan Policies is required prior to the issuance of a building permit.

6. APPEAL. Decisions of the Planning Commission may be appealed to the City Council within fourteen (14) days of the Planning Commission action by filing a written appeal with the City Clerk. Appeal forms are available in the City Clerk's office. Decisions involving subdivision maps must be appealed within ten (10) days of the Planning Commission Action. An appeal fee is required.

7. RECORDATION. The resolution approving the Development Plan Review and In-Lieu parking shall not become effective until the owner of the Project site records a covenant, satisfactory in form and content to the City Attorney, accepting the conditions of approval set forth in this resolution. The covenant shall include a copy of the resolution as an exhibit. The Applicant shall deliver the executed covenant to the Department of Community Development **within 60 days** of the Planning Commission decision. At the time that the Applicant delivers the covenant to the City, the Applicant shall also provide the City with all fees necessary to record the document with the County Recorder. If the Applicant fails to deliver the executed covenant within the required 60 days, this resolution approving the Project shall be **null and void** and of no further effect. Notwithstanding the foregoing, the Director of Community Development may, upon a request by the Applicant, grant a waiver from the 60 day time limit if, at the time of the request, the Director determines that there have been no substantial changes to any federal, state, or local law that would affect the Project.

8. EXPIRATION. Development Plan Review and In-Lieu Parking: The exercise of rights granted in such approval shall be commenced within three (3) years after the adoption of such resolution.

9. VIOLATION OF CONDITIONS: A violation of any of these conditions of approval may result in termination of the entitlements granted herein.

10. Prior to the issuance of a building permit, all applicable Park and Recreation Facilities Taxes required by the Municipal Code shall be paid

11. The Project shall operate at all times in a manner not detrimental to surrounding properties or residents by reason of lights, noise, activities, parking, or other actions.

12. The Project shall operate at all times in compliance with Municipal requirements for Noise Regulation.

13. The Applicant shall remove and replace all public sidewalks surrounding the Project site that are rendered defective as a result of Project construction.

14. The Applicant shall remove and replace all curbs and gutters surrounding the Project site that are rendered defective as a result of Project construction.

15. The Applicant shall protect all existing street trees adjacent to the subject site during construction of the Project. Every effort shall be made to retain mature street trees. No street trees, including those street trees designated on the preliminary plans, shall be removed and/or relocated unless written approval from the Recreation and Parks Department and the City Engineer is obtained.

16. Removal and/or replacement of any street trees shall not commence until the Applicant has provided the City with an improvement security to ensure the establishment of any relocated or replaced street trees. The security

amount shall be determined by the Director of Recreation and Parks, and shall be in a form approved by the City Engineer and the City Attorney.

17. The Applicant shall provide that all roof and/or surface drains discharge to the street. All curb drains installed shall be angled at 45 degrees to the curb face in the direction of the normal street drainage flow. The Applicant shall provide that all groundwater discharges to a storm drain. All ground water discharges must have a permit (NPDES) from the Regional Water Quality Control Board. Connection to a storm drain shall be accomplished in the manner approved by the City Engineer and the Los Angeles County Department of Public Works. No concentrated discharges onto the alley surfaces will be permitted.

18. The Applicant shall provide for all utility facilities, including electrical transformers required for service to the proposed structure(s), to be installed on the subject site. No such installations will be allowed in any City right-of-way.

19. The Applicant shall underground, if necessary, the utilities in adjacent streets and alleys per requirements of the Utility Company and the City.

20. The Applicant shall make connection to the City's sanitary sewer system through the existing connections available to the subject site unless otherwise approved by the City Engineer, and shall pay the applicable sewer connection fee.

21. The Applicant shall make connection to the City's water system through the existing water service connection unless otherwise approved by the City Engineer. The size, type, and location of the water service meter installation will also require approval from the City Engineer.

22. The Applicant shall provide to the Engineering Office the proposed demolition/construction staging for the Project to determine the amount, appropriate routes, and time of day of heavy hauling truck traffic necessary for demolition, deliveries, etc., to the subject site.

23. The Applicant shall obtain the appropriate permits from the Civil Engineering Department for the placement of construction canopies, fences, etc., and the construction of any improvements in the public right-of-way, and for use of the public right-of-way for staging and/or hauling certain equipment and materials related to the Project.

24. The Applicant shall remove and reconstruct any existing improvements in the public right-of-way damaged during construction operations.

25. During construction, all items in the Erosion, Sediment, Chemical and Waste Control section of the general construction notes shall be followed.

26. Condensation from HVAC and refrigeration equipment shall drain to the sanitary sewer, not curb drains.

27. All ground water discharges must have a permit (NPDES) from the Regional Water Quality Control Board. Ground water discharges include, but are not limited to, rising ground water and water from garage sumps.

Section 10. The Secretary of the Planning Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and his/her Certification to be entered in the Book of Resolutions of the Planning Commission of the City.

Adopted: June 27, 2013

Craig Corman
Chair of the Planning Commission of the
City of Beverly Hills, California

Attest:

Secretary

Approved as to form:

Approved as to content:

David M. Snow
Assistant City Attorney

Jonathan Lait, AICP
Assistant Director of Community Development

ATTACHMENT G
Public Notice



NOTICE OF PUBLIC HEARING

DATE: June 27, 2013

TIME: 1:30 PM, or as soon thereafter as the matter may be heard

LOCATION: Commission Meeting Room 280A
Beverly Hills City Hall
455 North Roxford Drive
Beverly Hills, CA 90210

The Planning Commission of the City of Beverly Hills, at its REGULAR meeting on Thursday, June 27, 2013, will hold a public hearing beginning at 1:30 PM, or as soon thereafter as the matter may be heard to consider:

Construction of a new three-story commercial building (Burberry retail store) with a rooftop VIP sales area located at 301 North Rodeo Drive. The following entitlements have been requested in association with the project:

Development Plan Review: A Development Plan Review to allow the construction of a new three-story commercial building with a rooftop VIP sales area that would contain approximately 14,815 square feet of floor area and would be approximately 60-62' in height. The building would primarily contain retail showroom space and some retail storage space. Since the proposed project contains more than 2,500 square feet of floor area and contains a rooftop VIP area, a Development Plan Review is required.

In-Lieu Parking: Request to participate in the City's in-lieu parking program. The proposed three-story commercial building with a rooftop VIP sales area would require a total of forty-three (43) parking spaces. Three (3) parking spaces are proposed to be located toward the rear of the project site and the additional forty (40) parking spaces are proposed to be provided through the City's in-lieu parking program.

Landmark Designation: Request for a Determination of Ineligibility for Landmark Designation. City records indicate the original commercial building located at 301 North Rodeo Drive was designed by Allen George Siple, who is listed on the City of Beverly Hills' List of Master Architects. The applicant has provided a historic assessment for the property and is requesting a determination of ineligibility be made so the existing building may be demolished and the proposed three-story commercial building may be constructed.

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. The project qualifies for a Class 32 Categorical Exemption for in-fill development. A Class 32 Categorical Exemption Report has been prepared for the project and is on file with the City of Beverly Hills Planning Division.

ATTACHMENT G

Public Notice

Any interested person may attend the meeting and be heard or present written comments to the Commission.

According to Government Code Section 65009, if you challenge the Commission's action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City, either at or prior to the public hearing.

If there are any questions regarding this notice, please contact **Sheena Rojemann**, Associate Planner in the Planning Division at 310.285.1192 or by email at srojemann@beverlyhills.org. Application materials associated with the project are on file with the Community Development Department and can be reviewed by any interested person. Please contact the project planner listed above to schedule an appointment to view the application materials. Appointments should be scheduled 72 hours in advance to ensure the documents are available for viewing. Appointments will be held in the City's Permit Center located on the Ground Floor of City Hall at 455 North Rexford Drive, Beverly Hills, CA 90210.

Approved as to form:



Ryan Gohlich, Senior Planner

Mailed: June 17, 2013

ATTACHMENT H
Architectural Plans

Begins on following page.