



# Planning Commission Report

**Meeting Date:** April 10, 2014

**Subject:** **9699 Wilshire Boulevard**  
**Conditional Use Permit**

Request for a Conditional Use Permit to allow a bank (1<sup>st</sup> Century Bank) to occupy more than 25' of ground-floor frontage within the pedestrian oriented area at the intersection of Wilshire Boulevard and Brighton Way.

PROJECT APPLICANT: Stephen P. Webb

**Recommendation:** That the Planning Commission:

1. Conduct a public hearing and receive testimony on the Project; and
2. Adopt the attached resolution conditionally approving a Conditional Use Permit to allow the proposed financial use.

## REPORT SUMMARY

A request for a Conditional Use Permit has been made to allow the owner of the property located at 9699 Wilshire Boulevard to enter into a lease with a bank/lending institution as a tenant. The property is currently vacant and according to the applicant has not been able to secure a long-term retail tenant for the past ten years. The project will include limited interior and exterior modifications consistent with a typical tenant improvement. Pursuant to the provisions of BHMC §10-3-1650, the property is located in the Pedestrian Oriented Area of the business triangle, where non-retail uses, including banks and financial institutions, are restricted. The intent of the code is to encourage pedestrian-oriented retail uses that contribute to an urban village character. Additionally, BHMC §10-3-1654(A) prohibits non-retail uses from occupying spaces with more than 25' of street frontage on the ground floor of any building in the Pedestrian Oriented Area, unless authorized by the Planning Commission through the issuance of a Conditional Use Permit (CUP).

This report details the physical context of the project and its vicinity; outlines the findings that need to be made in order to issue the CUP; and analyzes key project issues including the proposed use of the property, street frontage considerations, and parking. This report also includes a summary of the potential pros and cons associated with the project. Based on the analysis contained in this report, the proposed project is not expected to result in any significantly adverse impacts, and the recommendation in this report is for project approval.

**Attachment(s):**

- A. Required Findings and Special Conditions
- B. Draft Resolution
- C. Pedestrian Oriented Area Map
- D. Public Notice
- E. Architectural Plans

**Report Author and Contact Information:**

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## **BACKGROUND**

File Date	2/5/2014
Application Complete	3/6/2014
Subdivision Deadline	N/A
CEQA Deadline	60 days from CEQA Determination
CEQA Determination	Class 1 categorical exemption for limited modifications to an existing commercial building
Permit Streamlining	6/10/2014
Applicant(s)	1 <sup>st</sup> Century Bank
Owner(s)	Maha Khali Trust
Representative(s)	Stephen P. Webb
Prior PC Action	None
Prior Council Action	None
CC/PC Liaison	None
CHC Review	None

## **PROPERTY AND NEIGHBORHOOD SETTING**

### Property Information

Address	9699 Wilshire Boulevard
Assessor's Parcel No.	4343-025-001
Zoning District	C-3
General Plan	General Commercial – Low Density
Existing Land Use(s)	Retail Building
Lot Dimensions & Area	71.833' x 52.333' – approx. 2,200 square feet
Year Built	1934
Historic Resource	The subject structure was designed by Master Architect Allen Siple; however, the project does not result in modifications to the exterior of the building, and no impact to the building would result
Protected Trees/Grove	None

### Adjacent Zoning and Land Uses

North (across Brighton)	C-3 – Commercial (City National Bank office and drive-through ATM)
East	C-3 – Retail (Kitchen and Bath Collection, Gavert Atelier, Nail Design, Capriotti's Sandwich Shop)
South (across Wilshire)	C-3 – Commercial/Retail (Neiman Marcus, Prudential Realty, Faconnable)
West	C-3 – Commercial Office

### Circulation and Parking

Adjacent Street(s)	Brighton Way, North Roxbury Drive
Traffic Volume	Average Daily Trips on Wilshire Boulevard: Approx. 45,000 Average Daily Trips on Brighton Way: Approx. 4,000 WB Average Daily Trips on North Roxbury Drive: Approx. 6,230 NB
Adjacent Alleys	Two-way, east-west alley at north end of property
Parkways & Sidewalks	Wilshire Boulevard sidewalk – 15' from face of curb to property line

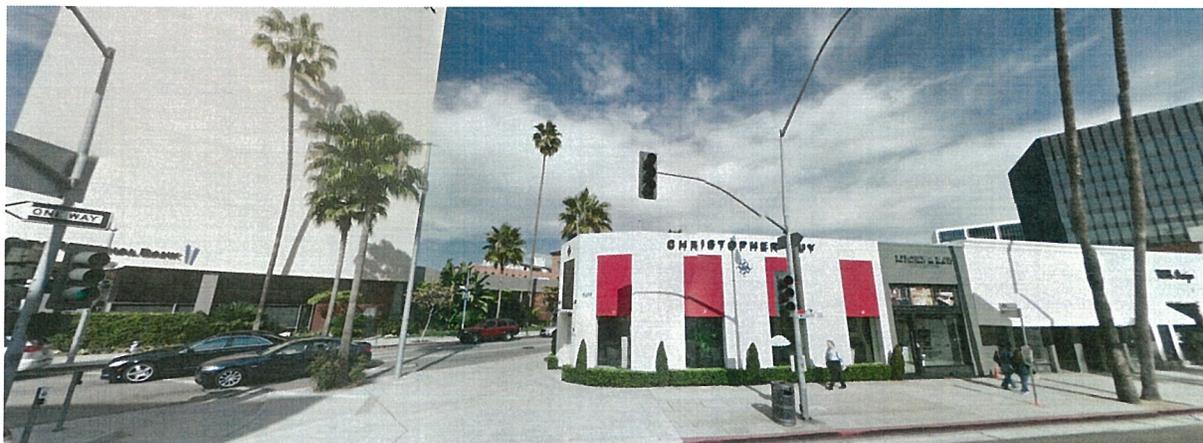
Brighton Way sidewalk – 10' from face of curb to property line

Neighborhood Character

The project site is located at the confluence of Wilshire Boulevard, Brighton Way, and North Roxbury Drive in the Pedestrian Oriented Area of the Business Triangle, and is completely bordered by C-3 Commercial/Retail uses. The project site is immediately bordered by adjacent single-story retail uses to the east, including a bed and bath store, nail salon, and sandwich shop. Across Wilshire are several three and four-story commercial buildings with ground floor retail. Commercial tenants on Wilshire include banks/financial institutions, real estate services firms, and luxury clothing retailers such as Neiman Marcus and Saks Fifth Avenue. To the north of the project site, across Brighton Way, are more commercial uses, including the 8-story City National Bank building which includes ground floor banking services as well as a drive through ATM. Wilshire Boulevard is a wide and busy travel corridor with relatively high traffic volumes compared to Brighton Way, which is a three-lane, one-way street.



Project Site Aerial View



Project Site Viewed from Wilshire Boulevard

## PROJECT DESCRIPTION

The proposed project consists of the establishment of a bank/financial institution within a ground-floor tenant space located in the City's Pedestrian Oriented Area. The proposed tenant is 1<sup>st</sup> Century Bank, and establishing the proposed use includes the following elements:

- The proposed bank/lending institution would occupy approximately 2,200 square feet of floor area in the existing building
- The existing building has 72' of street frontage along Brighton Way
- The existing building has 52' of street frontage along Wilshire Boulevard

**Required Entitlements.** As proposed, the project requires the following entitlement in order to be established:

- **Conditional Use Permit:** BHMC §10-3-1652 includes banks and financial institutions in its definition of 'nonretail use,' which is restricted in the Pedestrian Oriented Area. Furthermore, BHMC §10-3-1654(A) prohibits non-retail uses from occupying spaces with more than 25' of street frontage on the ground floor of any building in the Pedestrian Oriented Area. Since the subject property is proposing to bring a bank/financial institution to the space, and the existing building has 75' of street frontage along Brighton Way and 52' of street frontage along Wilshire Boulevard, a Conditional Use Permit will be required provided that the necessary findings are made.

## GENERAL PLAN<sup>1</sup> POLICIES

The General Plan includes numerous goals and policies intended to help guide development in the City. Some policies relevant to the Planning Commission's review of the project include:

- **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 2.8 Pedestrian-Active Streets.** Require that buildings in business districts be oriented to, and actively engage the street through design features such as built-to lines, articulated and modulated facades, ground floor transparency such as large windows, and the limitation of parking entries directly on the street. Parking ingress and egress should be accessed from alleys where feasible.
- **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 11.3 Retail Street Frontages.** Require that development and street frontages in districts containing retail uses be designed and developed to promote pedestrian activity including: (a) location and orientation of the building to the sidewalk; (b) transparency of an

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<sup>1</sup> Available online at [http://www.beverlyhills.org/services/planning\\_division/general\\_plan/genplan.asp](http://www.beverlyhills.org/services/planning_division/general_plan/genplan.asp)

direct access to the ground floor elevation from the sidewalk; (c) articulation of street-facing elevations to promote interest and sense of quality; (d) inclusion of uses and public spaces that extend interior functions to the sidewalk such as cafes and plazas; and (e) use of pedestrian-oriented signage and lighting.

- **Policy LU 15.3 Revitalization of Vacant and Underutilized Buildings.** Promote the revitalization of distressed, underutilized, and vacant buildings to sustain economic vitality, activity, and provide income for City services.

## ENVIRONMENTAL ASSESSMENT

The Project has been assessed in accordance with the authority and criteria contained in 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 Local CEQA Guidelines. Projects which involve the operation and permitting of uses within an existing building involving negligible or no expansion of use are categorically exempt from CEQA pursuant to Section 15301 of the State CEQA Guidelines. The project represents a change in tenant from one commercial use to another. Also, the project includes limited interior and exterior modifications consistent with a typical tenant improvement. Therefore, this project has been determined to be exempt from further environmental review.

## PUBLIC OUTREACH AND NOTIFICATION

Type of Notice	Required Period	Required Notice Date	Actual Notice Date	Actual Period
Posted Notice	N/A	N/A	4/3/2014	7 Days
Newspaper Notice	10 Days	3/31/2014	3/28/2014	13 Days
Mailed Notice (Owners & Occupants - 300' Radius)	5 Days	4/5/2014	3/31/2014	10 Days
Property Posting	N/A	N/A	N/A	N/A
Website	N/A	N/A	4/3/2014	7 Days

### Public Comment

As of the writing of this report, staff had not received any public comments regarding the project.

## ANALYSIS<sup>2</sup>

Project approval, conditional approval or denial is based upon specific findings for each discretionary application requested by the applicant. The specific findings that must be made in order to approve the project are provided as Attachment A to this report, and may be used to guide the Planning Commission's deliberation of the subject project.

<sup>2</sup> The information provided in this section is based on analysis 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 make alternate findings. A change to the findings may result in a final action that is different from the staff recommended action in this report.

In reviewing the requested entitlements, the Commission may wish to consider the following information as it relates to the project and required findings

**Banking/Financial Use.** The subject property is located in the Pedestrian Oriented Area of the Business Triangle. The Municipal Code restricts uses in the Pedestrian Oriented Areas for the purpose of preserving the urban village atmosphere and promoting a pedestrian friendly environment. This is achieved specifically by restricting non-retail commercial uses within the Pedestrian Oriented Area. BHMC §10-3-1652 includes banks and financial lending companies in its definition of non-retail uses. However, the intent of the Code can be interpreted to mean limiting commercial office development that is not pedestrian oriented, rather than non-retail uses that could be pedestrian oriented. The proposed use for this site is a bank that will primarily provide services to customers on a walk-in basis – activities that are similar in nature to traditional retail uses. With no significant changes proposed to the building exterior, this former retail property can still function in a manner similar to a retail use even though it is a bank. However, consideration should still be given to whether or not there is a pedestrian-oriented synergy between banks and traditional retail uses. Due to the ongoing rise in online banking, foot traffic may not be as high as anticipated with a customer service oriented bank location.

Furthermore, there are two other existing banking/finance institutions within the immediate vicinity of the subject property. These include the City National Bank building to the north of the property across Brighton Way, and EH National Bank located at the office building on the corner of North Roxbury Drive and Wilshire Boulevard. The intent of the City's Pedestrian Oriented Area is to preserve the urban village atmosphere and promote pedestrian-friendly development, and the proposed bank would occupy a location in the area that, when considered along with similar adjacent uses, could potentially change the make-up of the existing retail businesses along Brighton Way and Wilshire Boulevard. It should be noted, however, that the proposed use at the subject property differs in nature from the commercial office uses that characterize the other banking institutions in that its purpose is primarily to serve customers in a retail-like setting rather than serve as corporate office space with little pedestrian interaction. A similar case exists at a location approximately four blocks east, at the corner of Wilshire Boulevard and Beverly Drive. Bank of America, located at 9454 Wilshire Boulevard, obtained a CUP for a similar use within the Pedestrian Oriented Area. Due to anticipated future development of a subway line that could potentially impact development trends in the vicinity of that location, a condition was placed on that CUP allowing continued use of the property as a bank for 26 years after the approval of the CUP. However, the conditions that applied to that location would likely not apply to the subject property since subway development near Beverly and Wilshire would not likely impact the area near the subject property. Nonetheless, the Commission may still wish to consider whether a time limit on the requested CUP is appropriate.

**Street Frontage.** BHMC §10-3-1654(A) prohibits non-retail uses occupying more than 25' of street frontage on the ground floor of any building in the Pedestrian Oriented Area unless otherwise authorized by a CUP. The existing building in question currently occupies approximately 72' of street frontage along Brighton Way and 52' of street frontage along Wilshire Boulevard. Based on plans provided by the applicant for interior layout of the proposed new tenant, certain back-of-house operations are oriented toward the windows on Brighton Way, which could have some impact on the pedestrian experience along Brighton Way. The property and street frontage characteristics are similar in nature to 1<sup>st</sup> Republic Bank located at 9565 Wilshire Boulevard, at the corner of Dayton

and Wilshire. 1<sup>st</sup> Republic Bank is also located on a corner property within the Pedestrian Oriented Area. 1<sup>st</sup> Republic Bank incorporates pedestrian-oriented features such as awnings and visual access into the building from Dayton and Wilshire. Accordingly, the Planning Commission may wish to consider options to modify the proposed floor plan in a manner that would ensure maximum pedestrian engagement, and staff recommends a condition requiring the floor plan to be modified in a way that would offer maximum visibility into the building, subject to review and approval by the City’s Urban Designer.

**Parking.** The existing property does not provide dedicated off-street parking for its patrons, and it is anticipated that most patrons would likely park in City-owned facilities or at on-street meters. Office and retail uses have the same parking requirements, and no impacts are anticipated to result from issuance of this CUP. However, while the overall parking demand is not expected to materially change from that of the prior retail establishment, the Planning Commission may wish to discuss whether a banking use that generates parking demand would diminish the City’s ability to provide public parking for priority uses such as retail and restaurants within the business triangle.

**Potential Pros and Cons.** A summary of the potential pros and cons identified by staff and discussed above in this report are summarized below for consideration by the Planning Commission:

Potential Pros	Potential Cons
<ul style="list-style-type: none"> <li>• Filling a vacancy in a prominent corner location in the Business Triangle that also fronts on the busy Wilshire Boulevard corridor</li> <li>• Filling a vacancy may generate foot traffic, create high-paying jobs, and potentially generate new tax revenue from spillover to nearby retail stores</li> <li>• The proposed use may be compatible with its surroundings given the proximity of bank and finance-related uses</li> </ul>	<ul style="list-style-type: none"> <li>• Establishing a non-retail use in a prominent corner location in the Business Triangle that also fronts on the busy Wilshire Boulevard Corridor</li> <li>• Lack of pedestrian-oriented views and features along Brighton Way</li> <li>• Continued proliferation of bank and finance-related uses in the area</li> <li>• Proposed use may not generate as much tax revenue as a retail use would</li> </ul>

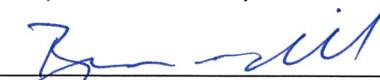
**NEXT STEPS**

It is recommended that the Planning Commission conduct the public hearing and adopt a resolution conditionally approving the proposed project.

Alternatively, the Planning Commission may consider the following actions:

1. Deny the project, or portions of the project, based on specific findings.
2. Direct staff or applicant as appropriate and continue the hearing to a date (un)certain, consistent with permit processing timelines.

Report Reviewed By:

  
 Ryan Gohlich, Senior Planner

**ATTACHMENT A**  
**Required Findings and Special Conditions**

Conditional Use Permit

1. *The proposed location will not be detrimental to adjacent property or the public welfare.*
2. *The proposed restricted use is compatible with and will not result in any substantial adverse impacts to the surrounding uses.*
3. *Granting the request for a conditional use permit will not result in an over concentration of non-pedestrian oriented uses in the block in which the proposed restricted use will be located.*

Special Conditions

1. *To the maximum extent feasible, the Project's floor plan shall be modified to provide enhanced interior views for pedestrians on all street frontages, with back-of-house uses moved away from windows wherever possible. The revised floor plan shall be subject to review and approval by the City's Urban Designer.*

**ATTACHMENT B**  
**DRAFT RESOLUTION**

RESOLUTION NO.

RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING A CONDITIONAL USE PERMIT TO ALLOW A BANK/LENDING USE TO OCCUPY MORE THAN 25' OF GROUND-FLOOR STREET FRONTAGE WITHIN THE PEDESTRIAN ORIENTED AREA OF THE CITY ON THE PROPERTY LOCATED AT 9699 WILSHIRE BOULEVARD.

The Planning Commission of the City of Beverly Hills hereby finds, resolves and determines as follows:

Section 1. Stephen Webb, representative of 1<sup>st</sup> Century Bank (collectively the “Applicant”), has applied for a Conditional Use Permit to allow a bank/lending use to occupy the existing ground-floor space of a building located at 9699 Wilshire Boulevard (the “Project”) that falls within the City’s Pedestrian Oriented Area. Pursuant to BHMC §10-3-1650, a banking/lending use is considered a non-retail use, and is restricted to a maximum 25-foot ground-floor street frontage. Since the subject space contains approximately 52 feet of street frontage along Wilshire Boulevard and 72 feet of street frontage along Brighton Way, a Conditional Use Permit is required to permit a banking/lending use to occupy the space.

Beverly Hills Municipal Code Section 10-3-1655 B authorizes the Planning Commission to issue a Conditional Use Permit to allow a non-retail use to occupy a space with ground floor street frontage of more than 25 feet in the Pedestrian Oriented Area provided certain findings can be made.

Section 2. The subject site is located on the southeast corner of Wilshire Boulevard and Brighton Way. The subject building is a one-story retail building with no dedicated parking. The site is located in a C-3 commercial zone, and is surrounded by commercial buildings in all directions. Brighton Way, northeast of Wilshire Boulevard, is characterized by smaller scale retail uses with some mid- to large-scale office buildings, including an eight story bank with ground-floor retail bank space. Wilshire Boulevard consists of larger-scale office buildings and multi-story retail buildings.

Section 3. The Project has been assessed in accordance with the authority and criteria contained in 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 Local CEQA Guidelines. Projects which involve the operation and permitting of uses within an existing building involving negligible or no expansion of use are categorically exempt from CEQA pursuant to Section 15301 of the State CEQA Guidelines. The Project represents a change in tenant from one commercial use to another. Also, the project includes limited interior and exterior modifications consistent with a typical tenant improvement. Therefore, this Project has been determined to be exempt from further environmental review.

Section 4. Notice of the Project and public hearing was mailed on March 31, 2014 to all property owners within a 300-foot radius of the Project site. Notice was also published in two newspapers of local circulation, the *Beverly Hills Courier* and the *Beverly Hills Weekly*. On April 10, 2014 the Planning Commission considered the application at a duly noticed public hearing.

Evidence, both written and oral, was presented at the meeting.

Section 5. The building was constructed in 1934 and the subject ground-floor space was originally designed for office and store use. At the time the building was erected there were no zoning standards that restricted the location of uses such as banks in certain commercial areas. In recent years, the subject space has been occupied by various retail tenants, including Victoria's Jewelry, a pet shop, and a Christopher Guy furniture showroom. According to the applicant, the subject space has remained vacant since 2011. The subject property occupies 72' of ground floor street frontage along Brighton Way and 52' of ground floor street frontage along Wilshire Boulevard.

Section 6. In considering the request for a Conditional Use Permit, the Planning Commission considered whether it could make the following findings in support of the Project:

1. The proposed location of any such use will not be detrimental to adjacent property or to the public welfare;
2. The proposed restricted use is compatible with and will not result in any substantial adverse impacts to surrounding uses;

Granting the request for a conditional use permit will not result in an over concentration of non-pedestrian oriented uses in the block in which the proposed restricted use will be located.

Section 7. Based upon the evidence presented at the hearings, including the Staff Report and oral and written testimony, the Planning Commission, hereby finds as follows with respect to the Conditional Use Permit:

1. The proposed bank/financial institution use would not be significantly inconsistent with the development in the surrounding area. The subject tenant space and its adjacent properties were originally designed and developed for office and pedestrian-oriented retail uses. The anticipated activities at the proposed customer service-oriented bank use would be consistent with the adjacent office and retail uses, and may even spur additional pedestrian activity that would benefit adjacent properties. Therefore, the proposed location will not be detrimental to adjacent property or the public welfare.

2. The bank use is compatible with and will not result in any substantial adverse impacts to surrounding uses. Approval of the CUP would not introduce a use that is unique to the surrounding area. The subject tenant space has most recently served as a retail space, but has not consistently been used as such due to interruptions in tenant occupation. Further, there are surrounding banks that have existed for many years in the immediate proximity along Brighton Way and Wilshire Boulevard. The current vacancy of the tenant space does not contribute to surrounding uses, and allowing the proposed use will help to alleviate future impacts by providing a long-term tenant.

While there are two other banking/financial institutions within the immediate vicinity of the project site, they are outside of the block in which the proposed restricted use will be located. The addition of a new bank/lending use at this location is not consistent with previous tenants in the subject space, and due to its proximity to other bank/financial institutions, its addition may create the

perception of a financial services cluster that may attract more banks and financial tenants that may not conform to the intent of the Pedestrian Oriented Areas. However, this particular use will likely function very much like the adjacent retail uses with pedestrian-oriented features such as large windows with interior views. Thus, granting the CUP will not result in an over concentration of non-pedestrian oriented uses in the block in which the proposed restricted use will be located.

Section 8. Based on the foregoing, the Planning Commission hereby grants a Conditional Use Permit subject to the following conditions:

1. To the maximum extent feasible, the Project's floor plan shall be modified to provide enhanced interior views for pedestrians on all street frontages, with back-of-house uses moved away from windows wherever possible. The revised floor plan shall be subject to review and approval by the City's Urban Designer.

2. 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.

3. RECORDATION. The resolution approving the Conditional Use Permit 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.

4. EXPIRATION. Conditional Use Permit: The exercise of rights granted in such approval shall be commenced within three (3) years after the adoption of such resolution.

5. VIOLATION OF CONDITIONS: A violation of any of these conditions of approval may result in a termination of the entitlements granted herein.

6. This approval is for those plans submitted to the Planning Commission on April 10, 2014, a copy of which shall be maintained in the files of the City Planning Division. Project development shall be consistent with such plans, except as otherwise specified in these conditions of approval.

7. 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.

8. 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.

9. 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.

10. 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.

The Applicant shall obtain the appropriate permits from the Civil Engineering Department for the placement of construction canopies, fences, etc., for 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.

Section 9. The Secretary of the Planning Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and his certification to be entered in the Book of Resolutions of the Planning Commission of the City.

Adopted: April 10, 2014

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Brian Rosenstein  
Chair of the Planning Commission of the  
City of Beverly Hills, California

Attest:

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Secretary

Approved as to form:

Approved as to content:

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David M. Snow  
Assistant City Attorney

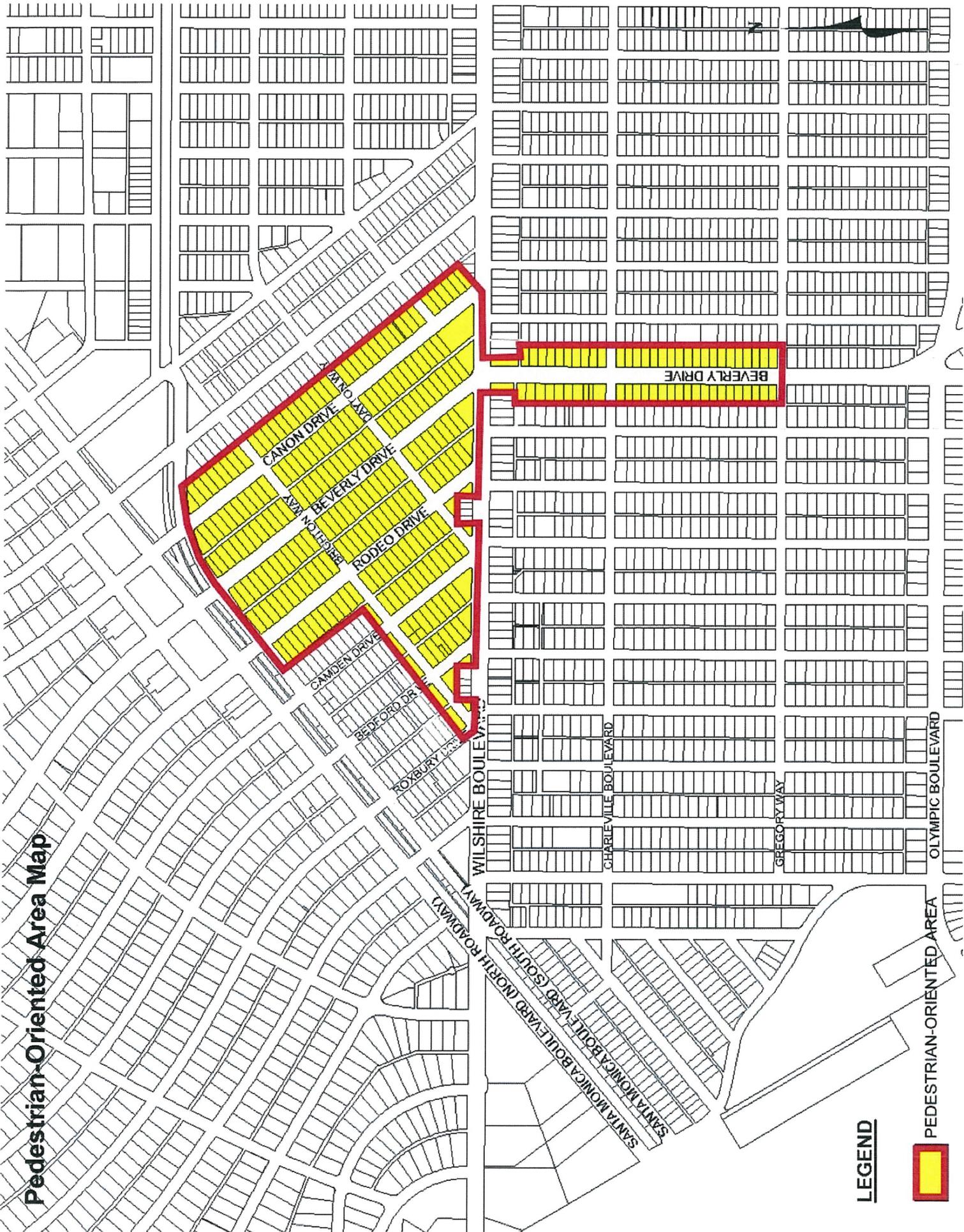
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Jonathan Lait, AICP AS.  
City Planner

**ATTACHMENT C**

**PEDESTRIAN ORIENTED AREA MAP**

**Pedestrian-Oriented Area Map**



**LEGEND**



PEDESTRIAN-ORIENTED AREA

# **ATTACHMENT D**

## **PUBLIC NOTICE**



**NOTICE OF PUBLIC HEARING**

**DATE:** April 10, 2014

**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 Rexford Drive  
Beverly Hills, CA 90210

The Planning Commission of the City of Beverly Hills, at its REGULAR meeting on Thursday, April 10, 2014, will hold a public hearing beginning at **1:30 PM**, or as soon thereafter as the matter may be heard to consider:

A request for a Conditional Use Permit to allow a new bank/lending use within the Pedestrian Oriented Area of the City on the ground floor of the building located at **9699 Wilshire Boulevard**, at the northeast corner of Wilshire Boulevard and Brighton Way. The proposed bank/lending use (1<sup>st</sup> Century Bank) would occupy approximately 2,200 square feet of floor area, and have approximately 72' of street frontage along Brighton Way and 52' of street frontage along Wilshire Boulevard. This request is being made pursuant to Beverly Hills Municipal Code §10-3-1650, which regulates the amount of street frontage that non-retail uses can occupy in the Pedestrian Oriented Area of the City.

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 1 Categorical Exemption for operational changes and minor alterations within an existing commercial building, and the project has been determined not to have a significant environmental impact and is exempt from the provisions of CEQA.

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 **Ryan Gohlich, Senior Planner** in the Planning Division at 310.285.1194, or by email at [rgohlich@beverlyhills.org](mailto:rgohlich@beverlyhills.org). Copies of the project plans and associated application materials are on file in the Community Development Department, and can be reviewed by any interested person at 455 North Rexford Drive, Beverly Hills, CA 90210.

Sincerely:

  
\_\_\_\_\_  
Ryan Gohlich, Senior Planner

Mailed: March 27, 2014

**ATTACHMENT E**  
**ARCHITECTURAL PLANS**

