



## City of Beverly Hills Notice of Preparation of an Environmental Impact Report (EIR) and Notice of Public Scoping Meeting

**DATE:** Wednesday, December 2, 2020

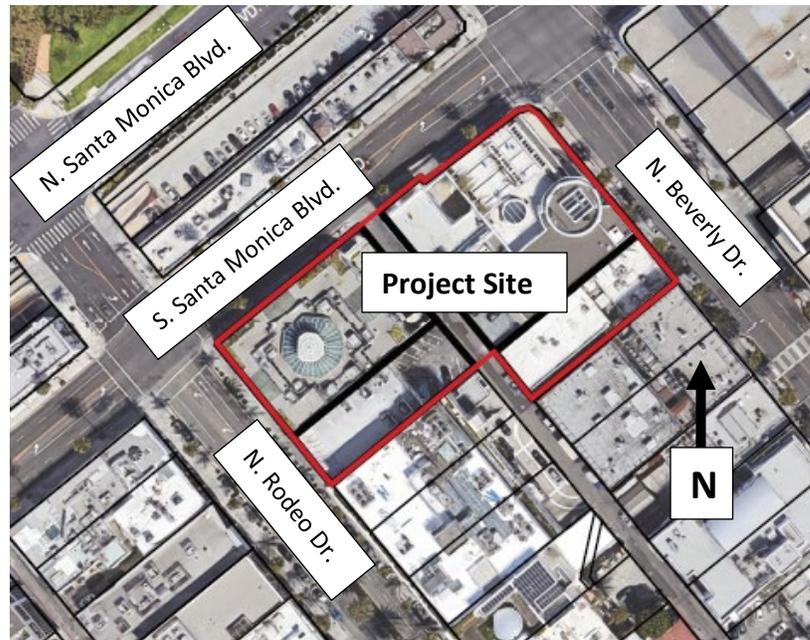
**TIME:** 6:30 p.m. to 8:00 p.m.

**LOCATION:** **VIRTUAL MEETING ON-LINE LOCATION:** <https://www.gotomeet.me/CBHCD/events>  
Alternatively, phone access is available at 1-866-899-4679  
Phone Access Code: 954-861-509

**PROJECT:** Cheval Blanc Beverly Hills Specific Plan Project

The City of Beverly Hills is preparing a Draft Environmental Impact Report (Draft EIR) for the proposed Cheval Blanc Beverly Hills Specific Plan (herein referred to as "Project"). The public is invited to attend a preliminary "scoping meeting" on **Wednesday, December 2, 2020 at 6:30 p.m.** to comment on environmental issues that should be addressed in the Draft EIR. Due to the on-going public health issues associated with holding in-person gatherings during the Covid-19 pandemic, the scoping meeting will be held virtually. Access to the meeting is available through: (i) the video conferencing link, and (ii) the phone access information identified at the top of this notice.

**Project Location:** The Project Site (456 and 468 North Rodeo Drive, 449, 451 and 453 North Beverly Drive and 461 through 465 North Beverly Drive) is located in the City of Beverly Hills and generally is located at on the southeast corner of Rodeo Drive and South Santa Monica Boulevard. The Project site is bounded on the north by South Santa Monica Boulevard, on the east by North Beverly Drive and on the west by North Rodeo Drive. The Project site is approximately 1.28 acres (55,608 square feet [SF]) in size and includes Assessor Parcel Numbers 4343-016-001, -002, -019, and -023, as well as a portion of the existing north-south alley located between North Rodeo Drive and North Beverly Drive. The Project Site is regionally accessible from Interstate 405 (the San Diego Freeway) and Santa Monica Boulevard, and locally accessible from North Santa Monica Boulevard. The Project Site is currently developed with two retail commercial structures on North Rodeo Drive (The former "Brooks Brothers" and the "Celine" retail locations) and developed with a retail building and an institutional building (the former "Paley Center") on North Beverly Boulevard.



**Project Description:** The Cheval Blanc Beverly Hills Specific Plan Project is a proposal for a single multiple-use building, up to 220,950 square-feet in floor area (a floor area ratio (FAR) of approximately 4.2 to 1 overall and a FAR of approximately 3.9 to 1 above ground), based on the proposed development standards set forth in the Specific Plan. The single building is proposed to include a luxury hotel with restaurant and ancillary services, private club, and retail uses at street level with frontage on North Rodeo Drive. The submitted conceptual plans for the Project identify the following features:

- The new building is proposed to vary in height across the Project site. The portion of the building fronting North Rodeo Drive is proposed to be 4-stories, 51-feet in height. The structure would step up in height to a maximum of 9-stories, 115-feet in height on North Beverly Drive.
- The proposed 187,058 square-foot (per conceptual plans) luxury hotel would contain up to 115 hotel rooms.
- The proposed private club would be physically contained within the hotel portion of the building. The club would provide facilities for social and recreational purposes for up to 500 individual members. Club amenities include meeting rooms, a screening room, and a club specific restaurant use.
- Appurtenant uses in connection with the hotel and club include: Restaurant uses, including a ground floor restaurant open to the public; a wellness center, including fitness and exercise equipment and services; a spa, including day spa, cosmetic spa, and beauty and barber services; and pools, decks, balconies, and outdoor dining facilities, which are proposed to be located on the building's rooftop areas.
- The new building is proposed to include a motor court with access from South Santa Monica Boulevard. The motor court will be valet operated and used for vehicle drop-off and pick-up for hotel, club, spa, retail, and restaurant users of the building.
- 24,980 square-feet of ground floor accessible retail space is proposed with frontage on North Rodeo Drive. The total linear length of the retail frontage is approximately 150 feet. The conceptual plan includes a new, approximately 20' by 35' pedestrian plaza on the southeast corner of the intersection of North Rodeo Drive and South Santa Monica Boulevard.
- 178 vehicle parking spaces are proposed to be located on three subterranean levels.

Construction is anticipated to commence in 2022 and take approximately 38 months to complete.

**Initial Study:** Based on the conclusions of the Initial Study prepared for the Cheval Blanc Beverly Hills Specific Plan Project, the following areas of potentially significant environmental impact are anticipated to require analysis in the Draft EIR:

- Air Quality
- Cultural Resources
- Energy
- Geology and Soils
- Greenhouse Gas Emissions
- Land Use and Planning
- Noise
- Transportation
- Tribal Cultural Resources
- Utilities and Service Systems

Potential cumulative impacts and potential for growth inducement will also be addressed; alternatives, including the No Project Alternative, will be evaluated.

**Purpose of the Scoping Meeting:** The purpose of the scoping meeting is to present the Cheval Blanc Beverly Hills Specific Plan Project in a public setting and provide an opportunity for a full airing of the environmental issues that are important to the community. The meeting will include a presentation of the proposal and a description of the environmental issues to be analyzed in the Draft EIR. Following the

presentation, interested agencies, organizations, and members of the public will be encouraged to present views concerning what environmental issues should be included in the Draft EIR. The oral and written comments regarding potential environmental effects of the Project made during the scoping meeting will be addressed as appropriate in the Draft EIR.

**Required 30-Day Comment Period:** The City invites all interested members of the public to attend the public scoping meeting. The City also invites written comments on issues related to potential environmental impacts during a 35-day comment period, which starts on **Friday, November 13, 2020** and will conclude on **Friday, December 18, 2020**. Written comments should be addressed to:

**Masa Alkire, AICP, Principal Planner**  
**City of Beverly Hills Community Development Department**  
**455 North Rexford Drive**  
**Beverly Hills, California 90210**  
**Fax: (310) 858-5966**  
**Email: [malkire@beverlyhills.org](mailto:malkire@beverlyhills.org)**

After the Draft EIR has been prepared, it will be released for public review and comment. The Planning Commission will then hold a public hearing on the Draft EIR and on the Project. Separate notices of the availability of the Draft EIR and of the hearings on the Project will be released at later dates.

The case file on this Project, which includes the plans and applications, is on file at the Planning Division, 455 North Rexford Drive, Beverly Hills, California 90210. Copies of the Initial Study are also available in the Planning Division at City Hall and online at [www.beverlyhills.org/environmental](http://www.beverlyhills.org/environmental). If there are any questions regarding this notice, or if you would like to review the case file (plans and applications) or receive copies of available documents, please contact **Masa Alkire, AICP, Principal Planner at (310) 285-1135 or via email at [malkire@beverlyhills.org](mailto:malkire@beverlyhills.org)**.

*Masa Alkire*

Signature

November 10, 2020

Date

Masa Alkire, AICP

Printed Name

Principal Planner

Title



The meeting is accessible at <https://www.gotomeet.me/CBHCD/events> and oral comment may be provided during the meeting. Members of the public may attend this meeting telephonically at 1-866-899-4679 (access code 954-861-509) to listen to and to provide oral public comment. Written public comment can be offered electronically prior to and during the meeting by emailing [malkire@beverlyhills.org](mailto:malkire@beverlyhills.org). If you are an individual with a disability and need a reasonable modification or accommodation pursuant to the Americans with Disabilities Act (ADA), please contact (310) 285-1126 prior to the meeting for assistance.