

## **2.0 Project Description**

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## 2.0 Project Description

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### 2.1 Project Summary

The Cheval Blanc Beverly Hills Project (Project) is a multiple use luxury, hotel-driven, anchor development proposed on a 55,608-square-foot (1.277-acre) site located at 456 and 468 North Rodeo Drive, 461–465 North Beverly Drive, and 449, 451, and 453 North Beverly Drive in the Business Triangle of the City of Beverly Hills, California. The Project Site also includes a portion of the existing north-south alley located east of North Rodeo Drive and west of North Beverly Drive and subterranean encroachments into the public right-of-way for subsurface utility improvements and parking spaces.<sup>1</sup>

The Project proposes the creation of the Cheval Blanc Beverly Hills Specific Plan, which would facilitate the orderly and efficient development of the Project Site by, among other things, establishing appropriate size, height, and density limits. Under the Cheval Blanc Beverly Hills Specific Plan, proposed development could include up to 220,950 square feet and up to 115 hotel guest rooms.

The Project, as envisioned at this time, would involve the development of a single 212,034-square-foot<sup>2</sup> multiple-use building that would include a luxury hotel with 109 guest rooms, including a penthouse; a private club offering facilities for social and recreational purposes; restaurant and retail uses; and other appurtenant uses related to hotel and club services and functions such as a wellness center and spa. The building includes 3 levels of subterranean parking, back of house areas and building systems. The Project would also provide open space areas totaling 45,201 square feet. The Project would require the

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<sup>1</sup> As listed below in Section 2.7, Required Approvals, Encroachment Permits are requested as part of the Project to allow: (i) subsurface utility vaults to encroach into the public right-of-way; (ii) parking spaces and aisles to extend under the public sidewalk from ten (10) feet below grade and out no farther than to the line of the existing curb; (iii) installation and maintenance of landscaped parkways and special paving in the public right of way along North Rodeo Drive, South Santa Monica Boulevard and North Beverly Drive.

<sup>2</sup> Per the Specific Plan, and consistent with generally-applicable City regulations for calculating building square footage, exterior walls, stair shafts, elevators, elevator lobbies less than 100 square feet per elevator cab, parking spaces and access, maintenance equipment/machinery rooms, outdoor dining areas, decks and balconies, and 6,000 square feet of storage (2,000 square feet per below grade parking level) are not included in the floor area calculations.

removal of the existing 56,787 square feet of commercial and institutional floor area within the Project Site and the excavation and export of approximately 124,920 cubic yards of soil. Additionally, the portion of the existing public alley bisecting the Project Site would be relocated as part of the tentative parcel map process.

This Draft EIR evaluates the Project's potential environmental impacts considering the maximum allowable floor area of 220,950 square feet, maximum number of 115 hotel guest rooms and a total floor area ratio (FAR) maximum of 4.2:1 with an above ground FAR maximum of 3.91:1.

This project description is intended, among other things, to provide a general description of the Project's technical, economic, and environmental characteristics.

## 2.2 Project Location

The Project Site encompasses property located at 456 and 468 North Rodeo Drive, 461 through 465 North Beverly Drive, and 449, 451, and 453 North Beverly Drive in the City of Beverly Hills, California 90210. The approximately 1.277-acre (55,608 square feet) Project Site specifically consists of seven legal lots as follows: one legal lot at 456 North Rodeo Drive (Assessor's Parcel Number 4343-016-002); two legal lots at 468 North Rodeo Drive (Assessor's Parcel Number 4343-016-001); three legal lots at 461–465 North Beverly Drive (Assessor's Parcel Number 4343-016-023); and one legal lot at 449–453 North Beverly Drive (Assessor's Parcel Number 4343-016-019). The Project Site also includes a portion of the existing north-south alley located east of North Rodeo Drive and west of North Beverly Drive. In addition, the Project Site includes subterranean encroachments into the public right-of-way for subsurface utility improvements and parking. Specifically, a request for an encroachment permit is included as part of the Project to allow the subterranean parking area to be located at least 10 feet below grade to extend to the existing curb lines of South Santa Monica Boulevard, Rodeo Drive and Beverly Drive.<sup>3</sup>

The Project Site is bounded by South Santa Monica Boulevard to the north, North Beverly Drive to the east, commercial buildings to the south, and by North Rodeo Drive to

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<sup>3</sup> As listed below in Section 2.7, Required Approvals, Encroachment Permits are requested as part of the Project to allow: (i) subsurface utility vaults to encroach into the public right-of-way; (ii) parking spaces and aisles to extend under the public sidewalk from ten (10) feet below grade and out no farther than to the line of the existing curb; (iii) installation and maintenance of landscaped parkways and special paving in the public right of way along North Rodeo Drive, South Santa Monica Boulevard and North Beverly Drive.

the west, as shown in Figure 2.0-1 on page 2.0-4.<sup>4</sup> As illustrated in Figure 2.0-2 on page 2.0-5, an existing alley bisects the Project Site. The alley runs north-south through the Project Site and currently is accessible from South Santa Monica Boulevard. A topographic map of the Project Site and vicinity is also provided in Figure 2.0-3 on page 2.0-6.

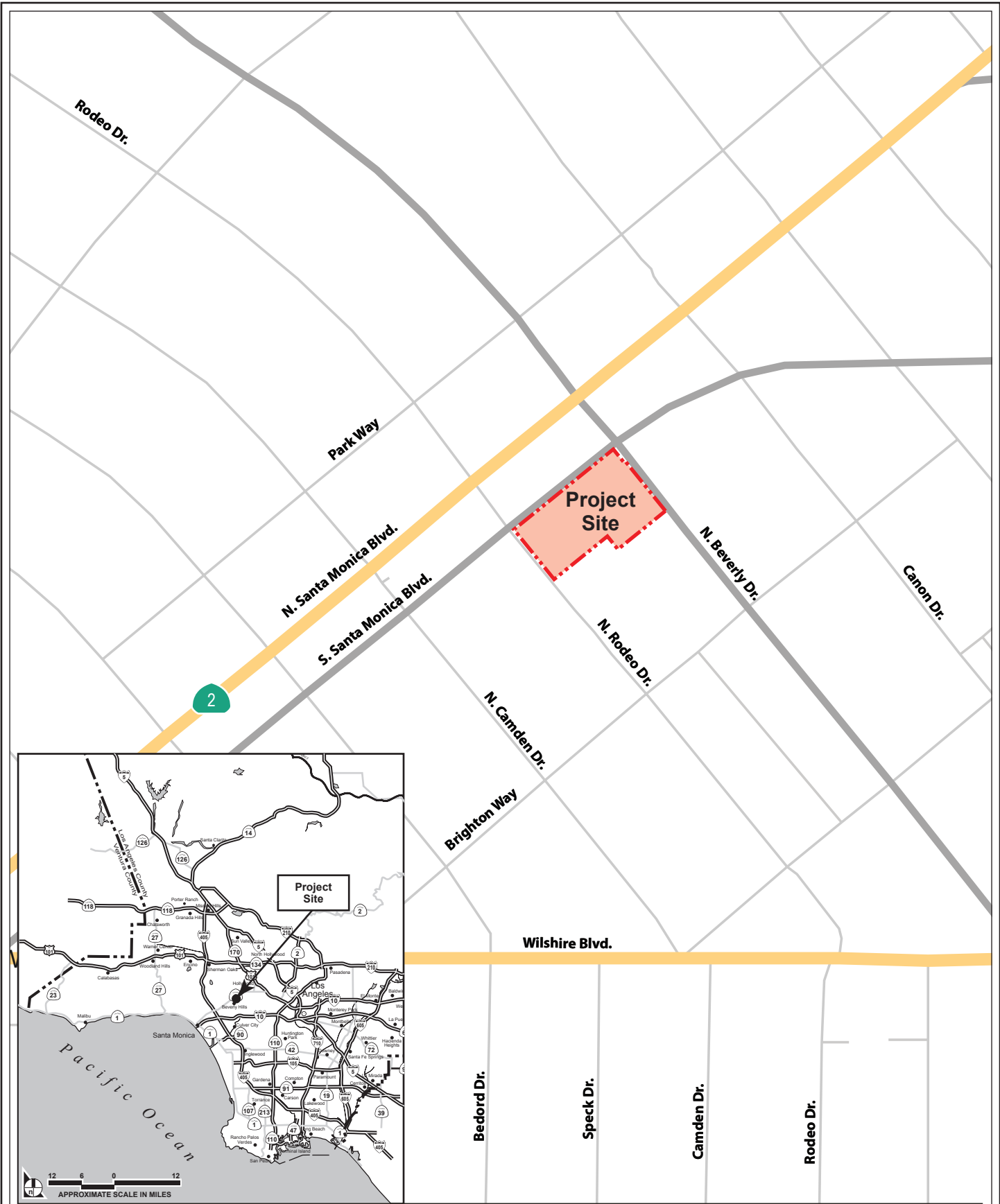
## 2.3 Existing Site Conditions

The Project Site is currently occupied by commercial and institutional uses comprising approximately 56,787 square feet. Specifically, 456 North Rodeo Drive is developed with a two-story, 6,895-square-foot commercial structure and nine surface parking spaces, 468 North Rodeo Drive is currently developed with a two-story, 20,265-square-foot commercial structure and six surface parking spaces, 461–465 North Beverly Drive is currently developed with a two-story, 23,351-square-foot institutional use and five surface and 45 underground parking spaces, and 449, 451, and 453 North Beverly Drive is developed with a one-story, 6,276-square-foot commercial structure. The existing structure at 456 North Rodeo Drive was constructed in 1948. The building has been occupied by a variety of commercial tenants over the years, including electronics retailers, art galleries, and clothing and accessories boutiques. The building at 456 North Rodeo Drive is currently occupied by luxury retailer Celine. The existing structure at 468 North Rodeo Drive was constructed in 1997 as a flagship retail store for the clothing brand Tommy Hilfiger Corp., and later served as a flagship retail store for the Brooks Brothers clothing brand. The building is currently vacant. The existing structure at 461–465 North Beverly Drive was constructed in 1994–1996 as an extensive remodel of two previously existing structures. The building formerly housed The Paley Center for Media and is currently leased to an art exhibitor. The existing structure at 449, 451, and 453 North Beverly Drive was constructed in 1921 and appears to have been significantly expanded around 1926. This building has been used for retail uses and is currently leased for private art storage.

The Project Site has a General Plan land use designation of Low Density General Commercial and is zoned C-3 Commercial.

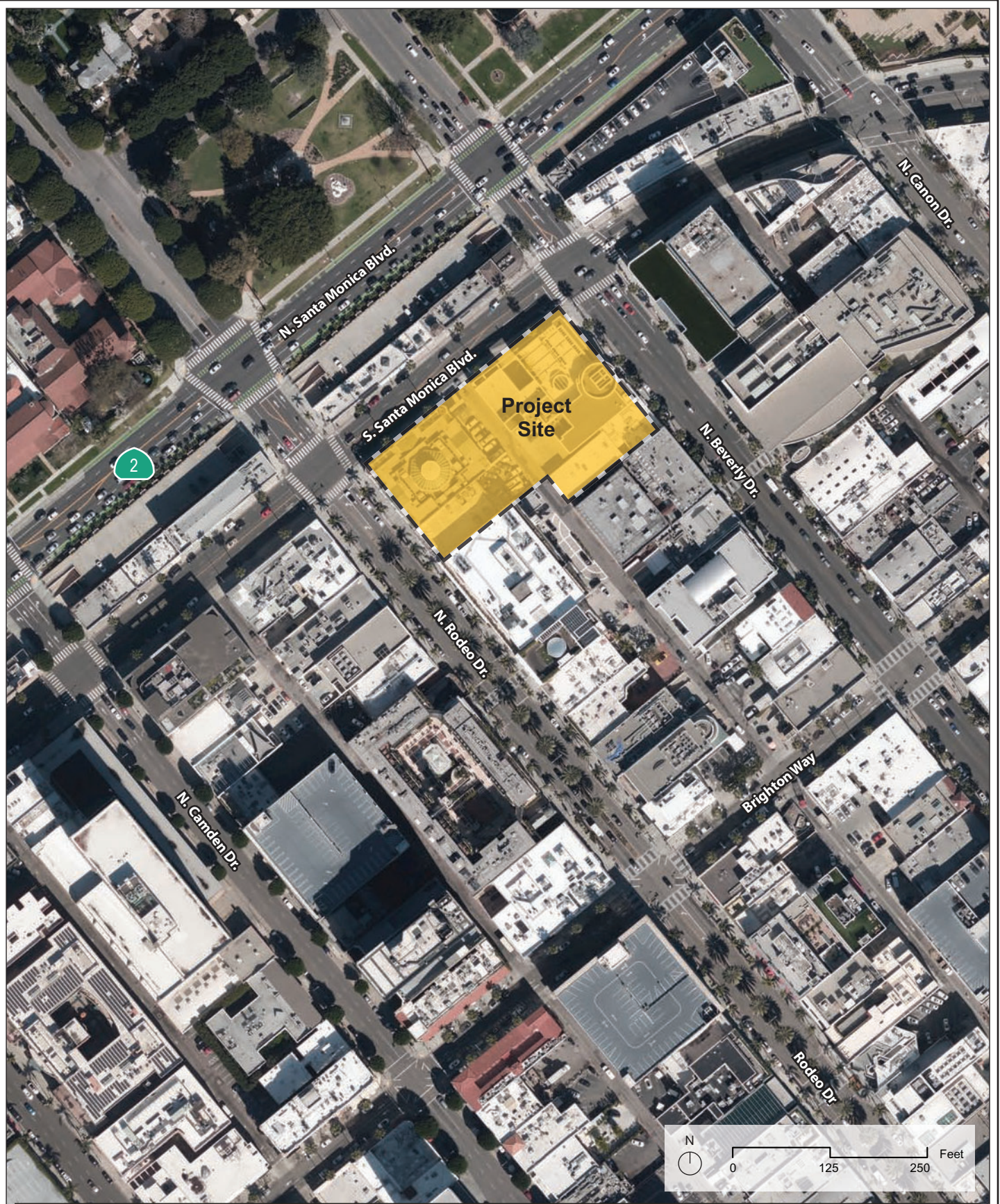
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<sup>4</sup> For ease of reference, these directions consider that South Santa Monica Boulevard is due north of the Project Site.

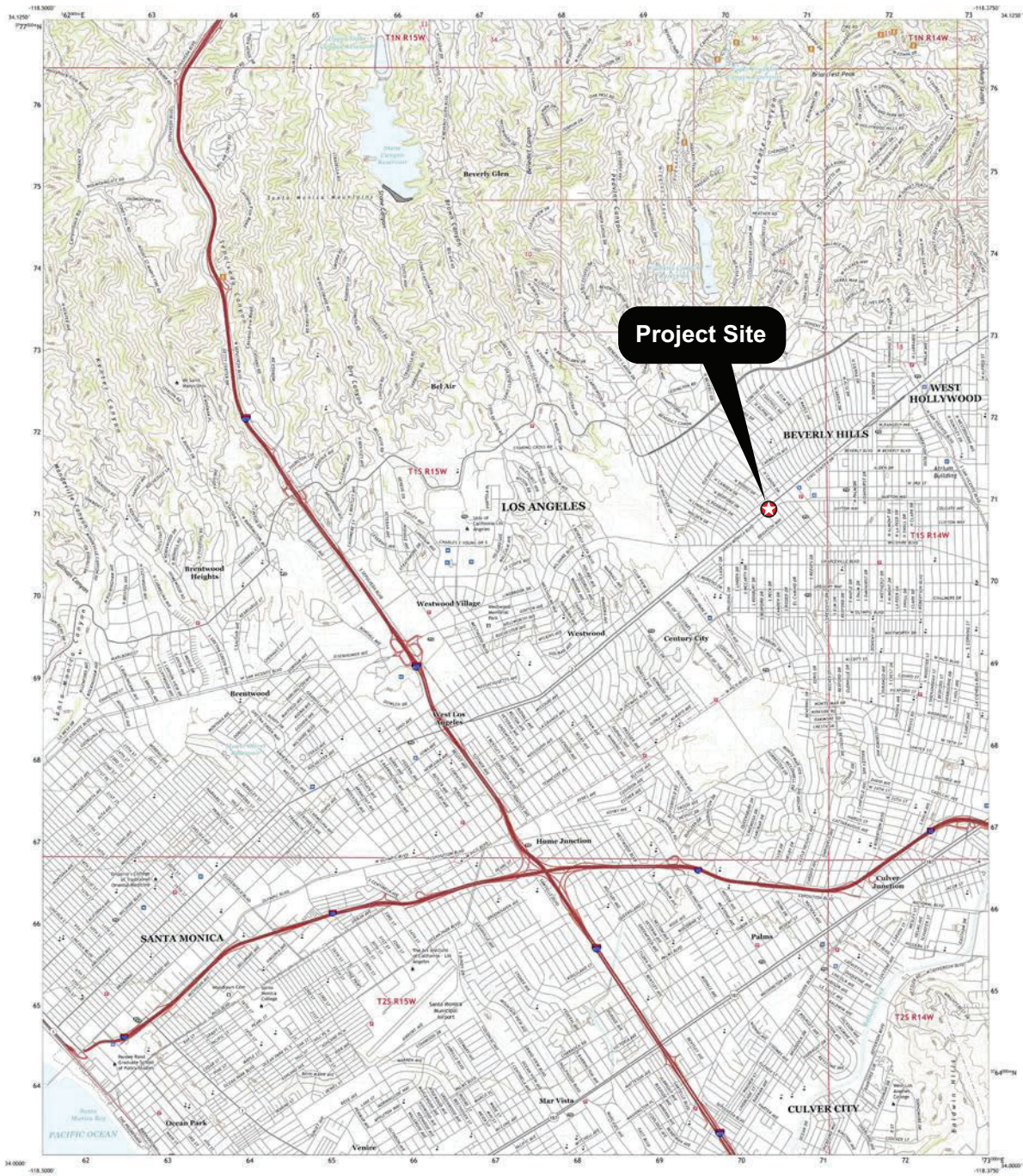


**Figure 2.0-1**  
Regional Location

Source: ArcGIS, 2020; Eyestone Environmental, 2020.

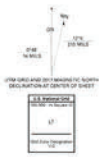


**Figure 2.0-2**  
Aerial View of Project Site and Vicinity

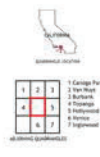


Produced by the United States Geological Survey

North American Datum of 1983 (NAD83)  
Horizontal Accuracy: ± 1.0 meters (3.3 feet)  
Vertical Accuracy: ± 1.0 meters (3.3 feet)  
This map is not a legal document. Boundaries may be shown for informational purposes only. For legal purposes, consult the appropriate government agency for the most current information. Obtain permission before making general maps.



CONTOUR INTERVAL: 30 FEET  
NORTH AMERICAN VERTICAL DATUM OF 1983  
This map was produced to conform with the National Geospatial Program (NGP) Data Standard, 2011. It includes the material with this product in their version 2.0.0.



ROAD CLASSIFICATION  
Expressway  
Secondary Road  
Interstate Route  
Local Connector  
Local Road  
US Route  
State Route

BEVERLY HILLS, CA  
2018



Figure 2.0-3  
Topographic View of Project Site and Vicinity

## 2.4 Surrounding Land Uses

The Project Site is located within the northern portion of the Beverly Hills Business Triangle. Land uses surrounding the Project Site are dominated by a mix of retail uses and restaurants. Specifically, north of the Project Site, across South Santa Monica Boulevard, are a collection of small retail stores and restaurants as well as an art gallery. Further to the north are parking structures, North Santa Monica Boulevard, Beverly Gardens Park, and beginning approximately 525 feet from the Project Site, single-family residential neighborhoods. Beverly Gardens Park is included on the City's Local Register of Historic Properties. The Writers and Artists Building, which is also included on the City's Local Register of Historic Properties, is located to the northwest of the Project Site at the intersection of North Rodeo Drive and South Santa Monica Boulevard. East of the Project Site, across North Beverly Drive, is the 9-story, 110-foot tall Bank of America Financial Center building, which primarily contains office space with a Bank of America Branch office and commercial space on the ground floor fronting North Beverly Drive and South Santa Monica Boulevard. Additionally, south of the Bank of America Financial Center building lies the Beverly-Canon public parking structure operated by the City of Beverly Hills. The parcel immediately south of the Project Site with frontage on North Beverly Drive is developed with two 2-story buildings. The building that fronts North Beverly Drive has small retail stores and restaurants on the ground floor and office space on the second floor. The building that fronts the alley contains warehouse space on the ground floor with office space on the second floor. Immediately south of the Project Site fronting North Rodeo Drive is a 3-story building, which contains Ralph Lauren and Giorgio Armani stores on the ground level and second floor. A doctor's office and other commercial office tenants are located on the 3rd floor. To the west of the Project Site, across North Rodeo Drive, are a collection of luxury clothing stores, including Alexander McQueen, Brioni, DSquared2, Zadig & Voltaire, and Saint Laurent.

Local access to the Project Site is provided by several local streets and arterials, including North Santa Monica Boulevard and Wilshire Boulevard. The Project Site is also well served by a variety of public transit options, including local and regional bus lines. In particular, the Los Angeles County Metropolitan Transit Authority (Metro) serves several transit stops along North Santa Monica Boulevard and North Beverly Drive in the vicinity of the Project Site. The Project Site is also located approximately 0.4 mile from the Metro D Line Rodeo Station currently under construction along Wilshire Boulevard generally between Cañon Drive and Rodeo Drive.



## 2.5 Project Characteristics

### 2.5.1 Description of the Proposed Project

The Project proposes the creation of the Cheval Blanc Beverly Hills Specific Plan, which would facilitate the orderly and efficient development of the Project Site by, among other things, establishing appropriate size, height, and density limits. Under the Cheval Blanc Beverly Hills Specific Plan, proposed development could include up to 220,950 square feet and up to 115 hotel guest rooms.

The Project, as currently proposed, includes the development of a single 212,034-square-foot<sup>5</sup> multiple-use building that would include a luxury hotel with 109 guest rooms, including a penthouse, a private club offering facilities for social and recreational purposes, restaurant and retail uses, and other appurtenant uses related to hotel and club services and functions such as a wellness center and spa. A summary of the uses proposed as part of the Project and the Specific Plan is provided in Table 2.0-1 on page 2.0-9.

To allow for development of the Project, the existing commercial and institutional uses on the Project Site comprising approximately 56,787 square feet of floor area would be removed. Additionally, the portion of the existing public alley bisecting the Project Site would be relocated as part of the tentative parcel map process. Overall, the Project could result in a net floor area increase of up to 164,163 square feet (under the Specific Plan maximums) on the Project Site. The submitted conceptual plan (212,034-square-foot hotel) identifies an increase of approximately 155,247 square feet of floor area over existing conditions. The proposed Specific Plan identifies a total floor area ratio (FAR) maximum of 4.2:1 and an above ground maximum of 3.91:1. The total FAR calculation for the submitted conceptual plan is 4.03:1 and the above ground maximum is 3.75:1.

The proposed building would vary in height from four stories and a maximum height of 51 feet along North Rodeo Drive, stepping back to a partial nine-story penthouse with a maximum height of 115 feet along North Beverly Drive. The proposed building also includes three subterranean levels. As summarized in Table 2.0-1, the Project includes a mix of uses which would be distributed throughout the proposed building. Conceptual floor

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<sup>5</sup> *Per the Specific Plan, exterior walls, stair shafts, elevators, elevator lobbies less than 100 square feet per cab, parking spaces and access, maintenance equipment/machinery rooms, outdoor dining areas, decks and balconies, and up to 6,000 square feet of storage per below grade level (2,000 square feet per parking level) are not included in the floor area calculations.*

**Table 2.0-1  
Summary of Proposed Uses**

<b>Project Uses</b>	<b>Proposed Conceptual Plan<sup>a</sup></b>	<b>Specific Plan Maximum<sup>b</sup></b>	<b>Projected Buildout to Specific Plan Maximum<sup>c</sup></b>
Hotel Guest Rooms	98,673 sf (109 rm)		104,400 sf (115 rm)
Hotel Lobby and Circulation	23,413 sf		24,772 sf
Wellness Center	4,924 sf		4,924 sf
Spa	12,226 sf		12,936 sf
Employee Facilities/Office/BOH (includes Central Kitchen)	19,290 sf		20,410 sf
Club Conference Room/Screening Room/Lounge	7,001 sf		7,001 sf
Club Lobby and Circulation	1,197 sf		1,197 sf
Subtotal for Specific Plan Use Category: Hotel Rooms, Club and Appurtenant Uses	166,724 sf	167,500 sf (Specific Plan allows adjustment of up to 5%: 175,875 sf)	175,640 sf
Subtotal for Specific Plan Use Category: Retail Uses	24,976 sf	25,000 sf (Specific Plan allows adjustment of up to 5%: 26,250 sf)	24,976 sf
Subtotal for Specific Plan Use Category: Restaurants/Lounges/ Bars/Restaurant Kitchen	20,334 sf	20,500 sf (Specific Plan allows adjustment of up to 5%: 21,525 sf)	20,334 sf
<b>Total Floor Area</b>	<b>212,034 sf</b>	<b>220,950 sf</b> (Maximum allowable overall floor area)	220,950 sf

*rm = rooms*  
*sf = square feet*

<sup>a</sup> *Per the Specific Plan, exterior walls; stair shafts; elevators; elevator lobbies less than 100 square feet per cab; parking spaces and access; maintenance equipment/machinery rooms; 45,201 square feet of outdoor areas including the pool deck, pool deck outdoor dining and bar area, other outdoor dining and bar area, wellness center outdoor deck, and balconies; and 2,000 square feet of storage per below grade parking level are not included in the floor area calculations.*

<sup>b</sup> *The Specific Plan maximum is the regulatory limit, as listed on Page 5 of the Specific Plan. As such, the Specific Plan maximum sets a limit on the size of each of the three broad use categories and allows the square footage in each general use category to be adjusted by up to 5 percent as long as the overall floor area does not exceed 220,950 square feet.*

<sup>c</sup> *All floor areas listed are approximate and conceptual for CEQA analysis purposes. The Specific Plan maximums include the maximum number of hotel rooms and the approximate amount of floor area that may be allocated to each use in the building should the Project be built to the Specific Plan maximums. Adjustments in floor area may occur between uses up to a 5-percent increase for any general use category as provided for in the proposed Cheval Blanc Beverly Hills Specific Plan but shall not exceed 220,950 square feet of floor area. In particular, the square footage of the Hotel Rooms, Club and Appurtenant Uses category may increase as a result of buildout of 115 hotel guest rooms as per the Specific Plan, as compared to 109 hotel guest rooms as per the conceptual plan.*

Source: Eyestone Environmental, 2021.

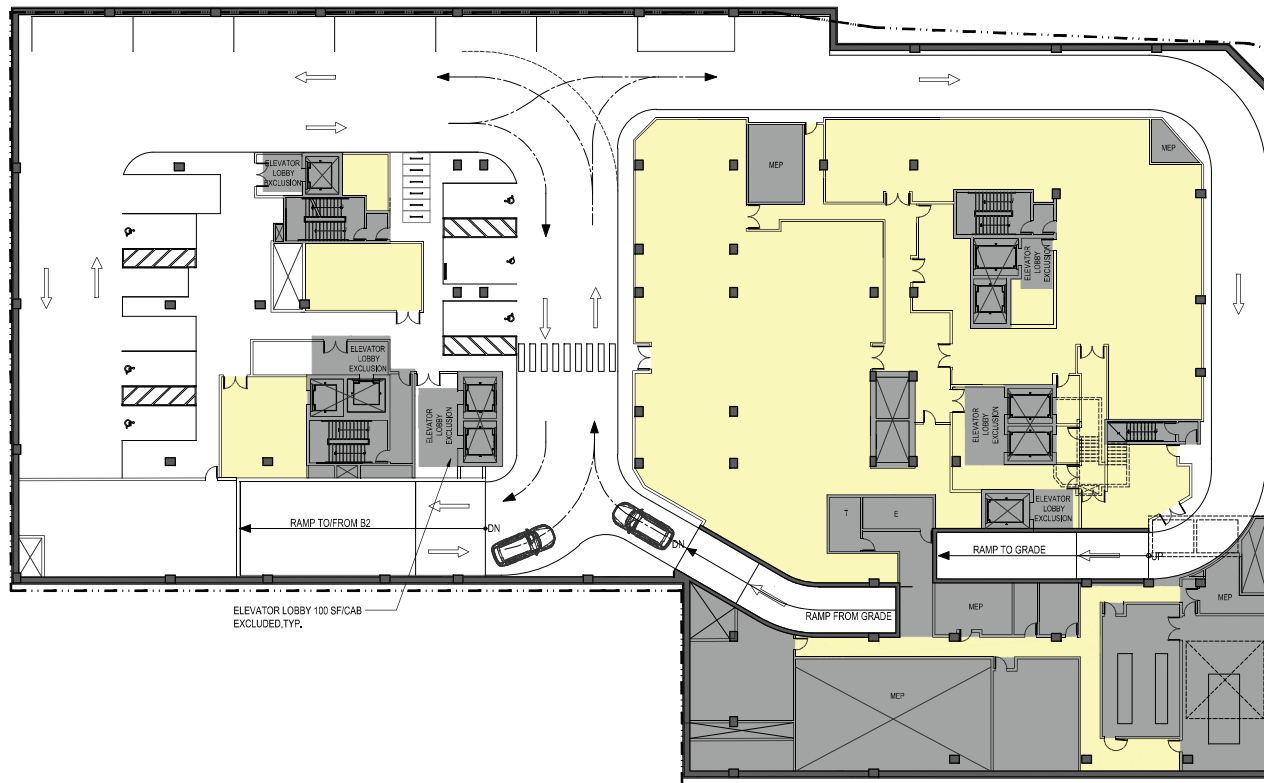
plans of the building are included in Figure 2.0-4 through Figure 2.0-10 on pages 2.0-11 through 2.0-17.<sup>6</sup> As shown therein, the third and second subterranean levels would primarily include parking and building systems. The second subterranean level would also include parking for the penthouse and the penthouse lobby. The first subterranean level would include the hotel back of house area, including the central kitchen and employee facilities, as well as accessible parking, loading, and service areas. As shown in Figure 2.0-5 on page 2.0-12, the ground level of the building would include retail uses along North Rodeo Drive and South Santa Monica Boulevard and restaurant uses along South Santa Monica Boulevard and North Beverly Drive. Also at the ground floor would be the private club's lobby with a pedestrian entrance on North Beverly Drive and additional loading and service areas accessed from the reconfigured alley. A publicly-accessible 670 square-foot pedestrian plaza at the corner of South Santa Monica Boulevard and North Rodeo Drive that would be contiguous to the sidewalk and include private artwork would also be provided. The second level of the building would include additional retail and dining options, as well as back of house uses.

As provided in Figure 2.0-6 on page 2.0-13, the third level of the building would include hotel guest rooms, private club facilities, a garden roof inaccessible to the public or hotel guests, and back of house uses. The fourth and fifth levels of the building would include hotel guest rooms, the proposed spa, as well as back of house uses. The sixth level of the building would include hotel guest rooms, a restaurant and bar, kitchen/back of house area, and a pool deck featuring cabanas and seating areas. The seventh level would include hotel guest rooms, a restaurant and bar, outdoor roof terrace, and back of house uses. The eighth level of the building would include hotel guest rooms, the proposed health/wellness center, and back of house areas. The ninth level of the building comprises the penthouse level, which would include penthouse suite(s) and amenities, including a penthouse pool.

As illustrated in Figure 2.0-11 through Figure 2.0-15 on pages 2.0-18 through 2.0-22, the Project would incorporate modulation of building heights and massing, articulation of building façades at all elevations, and pedestrian-friendly treatments along the public right-of-ways. The heights and massing of the building are designed to be responsive to the Project Site's specific location within the City's Business Triangle. In particular, retail and lower building heights (4 stories, 51 feet in height) would be located along the North Rodeo Drive frontage, Beverly Hills' premier shopping street, and at the intersection of North Rodeo Drive with South Santa Monica Boulevard. Taller building

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<sup>6</sup> *Conceptual floor plan sheets included as figures are excerpts from the submitted entitlement plan set dated October 19, 2020. Not every level of the conceptual plan is included as a figure in this Draft EIR. Certain levels inclusive of discussed Project features are included within this Draft EIR for illustrative purposes.*



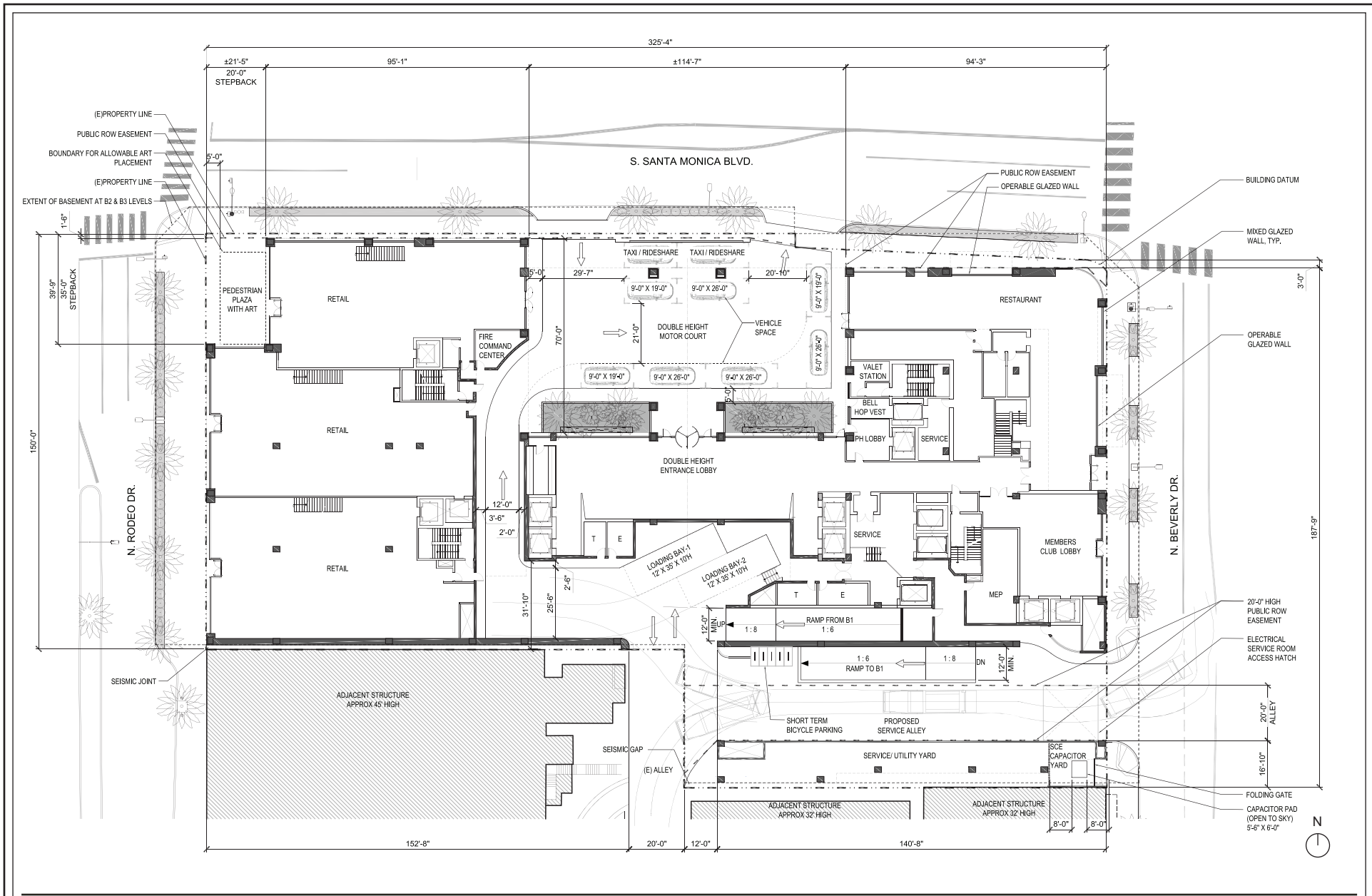
ELEVATOR LOBBY 100 SF/CAB EXCLUDED.TYP.

**LEGEND**

- EMPLOYEE FACILITIES
- MEP/CORES/SHAFTS

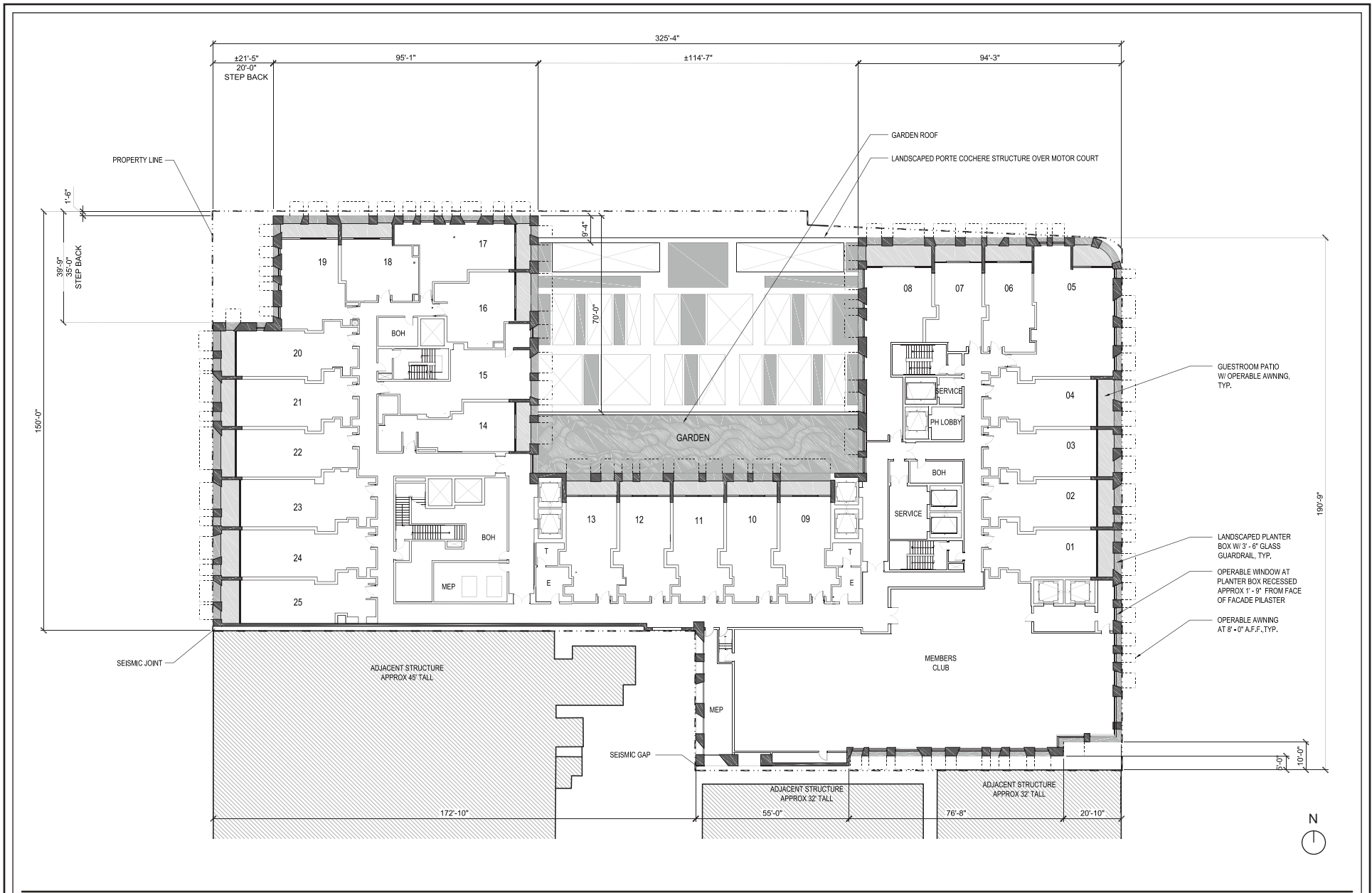


**Figure 2.0-4**  
Conceptual Floor Plans—First Subterranean Level

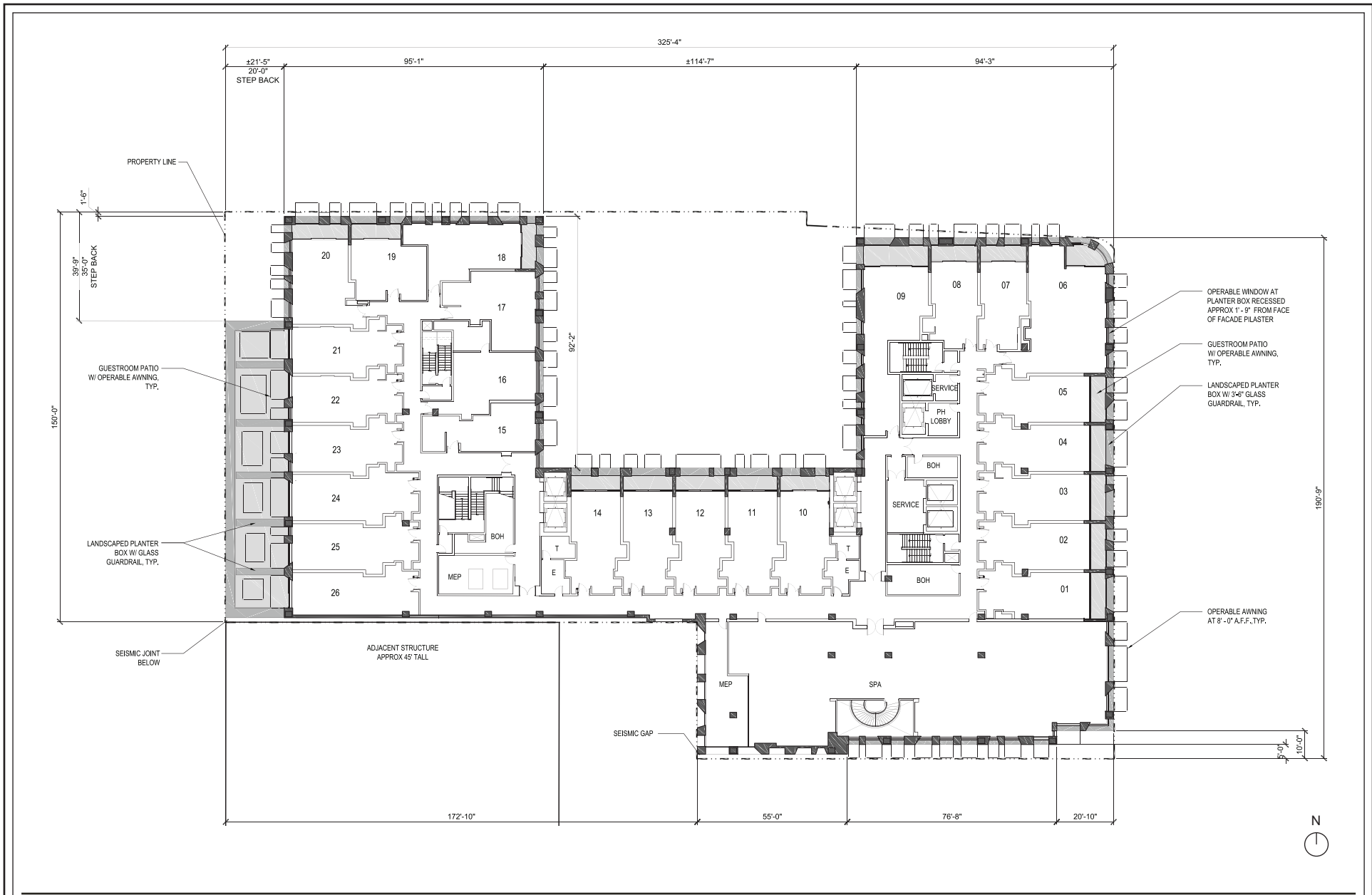


**Figure 2.0-5**  
**Conceptual Floor Plans—Ground Level**

Source: Gruen Associates, 2020.

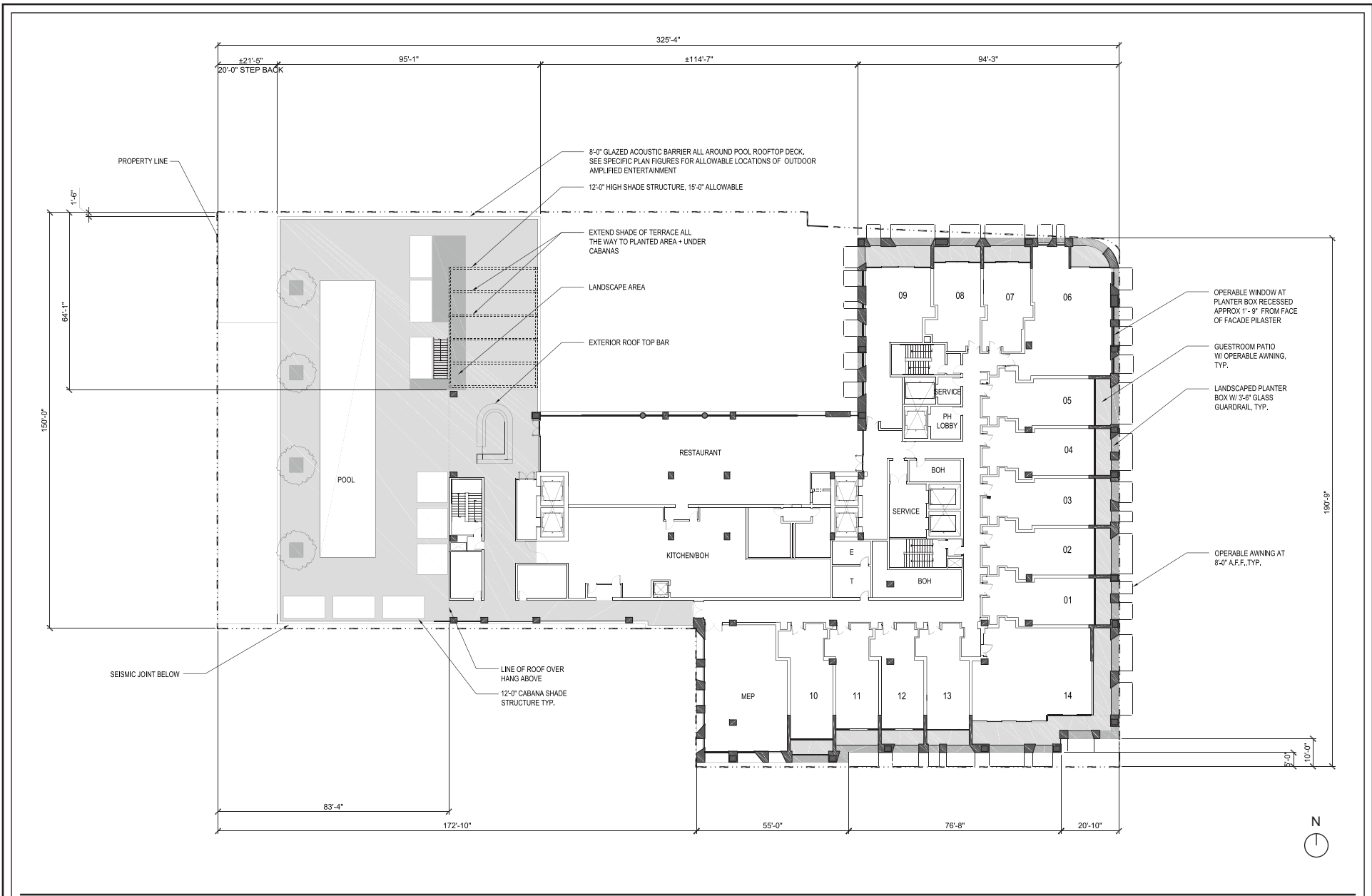


**Figure 2.0-6**  
**Conceptual Floor Plans—Third Level**



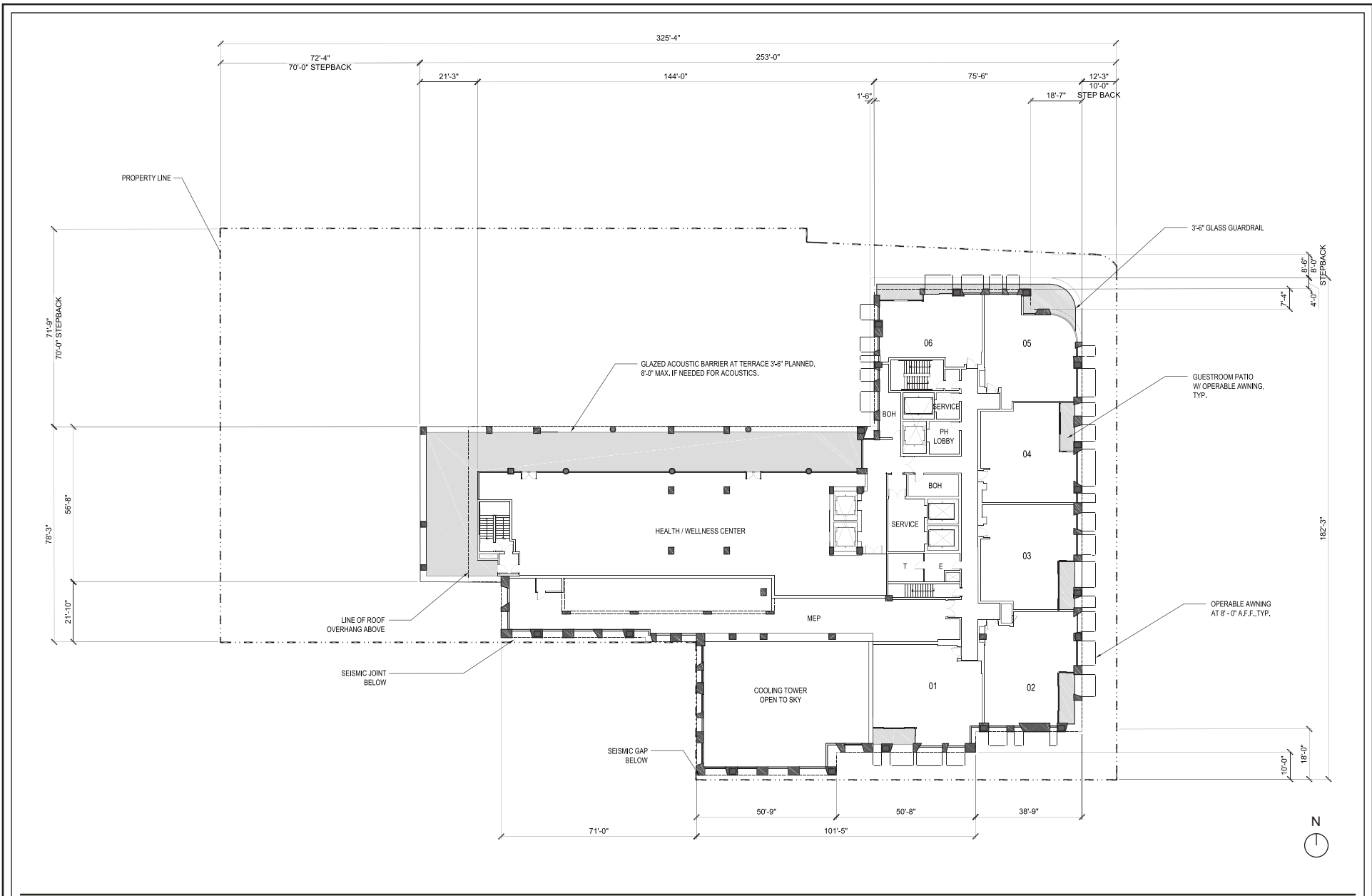
**Figure 2.0-7**  
 Conceptual Floor Plans—Fifth Level

Source: Gruen Associates, 2020.

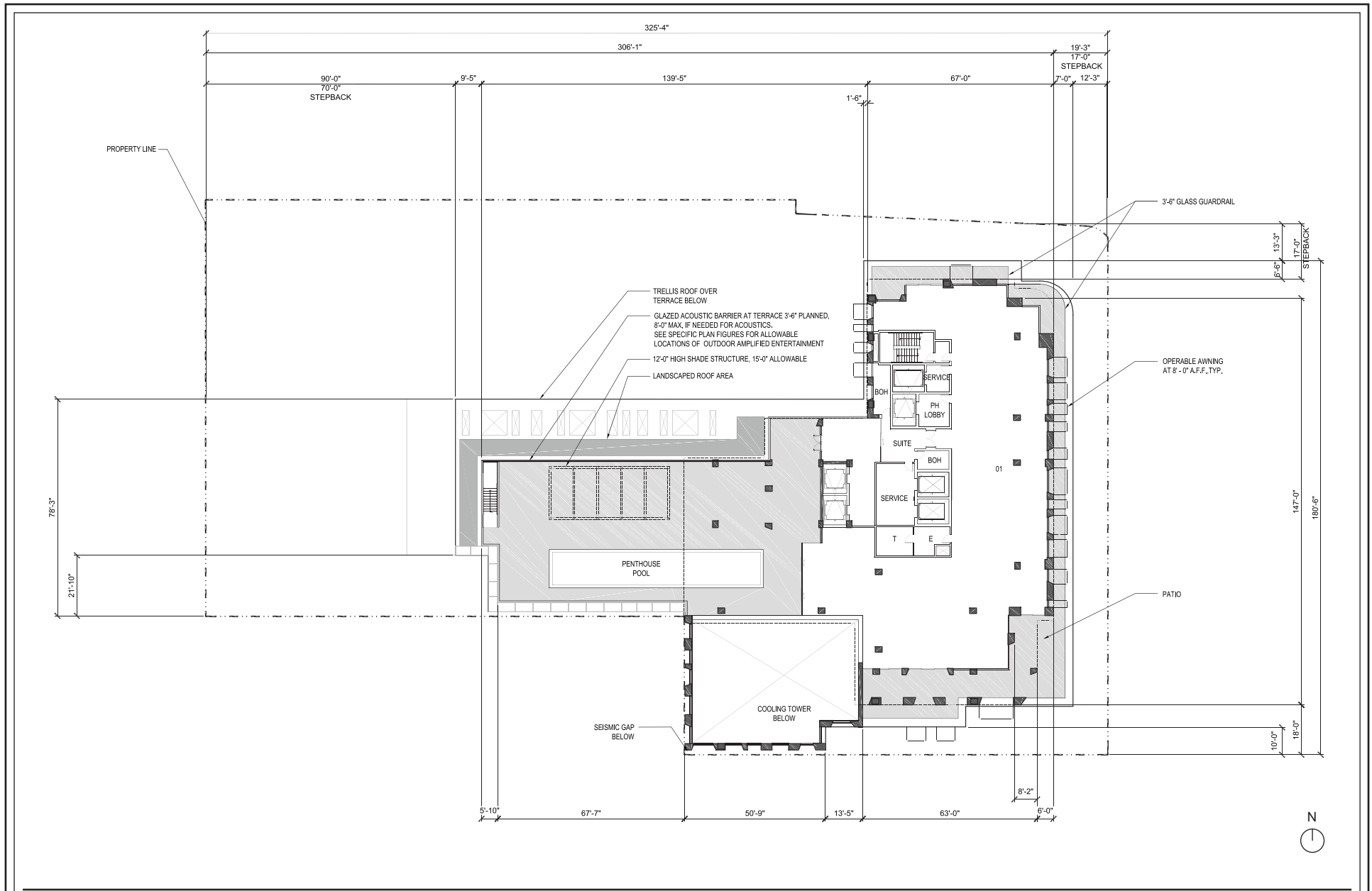


**Figure 2.0-8**  
**Conceptual Floor Plans—Sixth Level**





**Figure 2.0-9**  
Conceptual Floor Plans—Eighth Level



**Figure 2.0-10**  
 Conceptual Floor Plans—Ninth Level



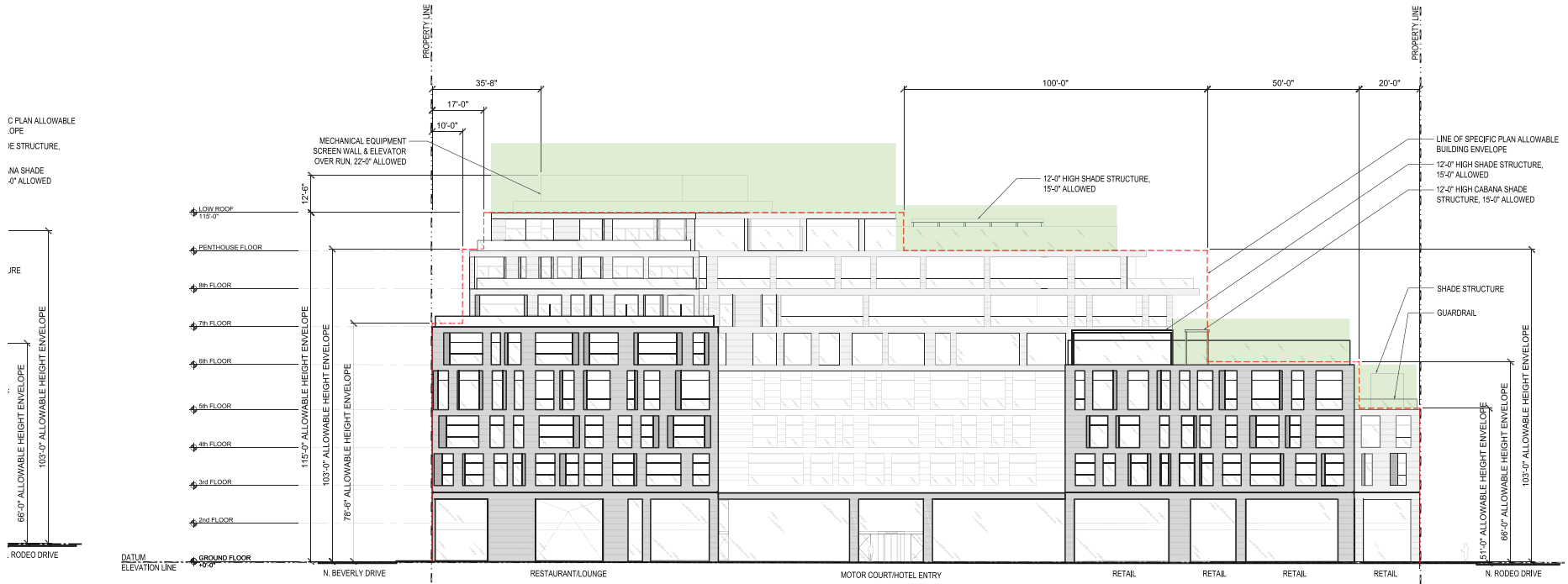
**Figure 2.0-11**  
Project Rendering



**Figure 2.0-12**  
Project Rendering



**Figure 2.0-13**  
Project Rendering



**Figure 2.0-14**  
Project Elevation



**Figure 2.0-15**  
Project Elevation

heights would be placed along South Santa Monica Boulevard (up to 6 stories, 78.5 feet in height) and North Beverly Drive (up to 9 stories, 115 feet in height), transitioning to a similar height as the existing building located to the east across North Beverly Drive (the 110-foot-tall Bank of America building). A landscaped trellis-like porte cochere covering the motor court adjacent to South Santa Monica Boulevard would further break up the massing of the Project, creating an open space/courtyard area for drop-off and pick-up for patrons and guests. Building façades on all elevations are designed with recessed windows, balconies, and awnings. The building is proposed close to the property lines on North Rodeo Drive, South Santa Monica (with the exception of the motor court) and North Beverly Drive public street frontages. Large windows and doors with transparent glass are proposed along the public streets at ground level. Landscaping would also be used throughout the Project to soften the building façades.

### **2.5.2 Access, Circulation, and Parking**

The Project would provide 178 vehicle parking spaces for the proposed uses in three subterranean parking levels beneath the hotel building. Primary access to the building and parking would be from South Santa Monica Boulevard from a valet motor court. The existing alley that runs north-south and is currently accessed from South Santa Monica Boulevard would be relocated to the southern portion of the Project Site and be accessible from the west side of North Beverly Drive. The location of the existing alley would be incorporated into the Project Site.

The proposed valet motor court on South Santa Monica Boulevard would be used for drop-off and pick-up for hotel guests, club members, spa, retail, and restaurant patrons. Employees, valet driven vehicles, and small delivery vans would enter the Project's subterranean parking from the relocated alley off North Beverly Drive. Employees and small delivery vans would exit the subterranean parking southbound through the existing alley. Full size delivery trucks would access the Project's surface-level loading docks via the relocated alley off North Beverly Drive and exit southbound via the existing alley. Valet driven vehicles would return from the subterranean garage to the motor court via ground level on-site internal circulation.

Primary pedestrian access to the Project Site would be provided through the hotel entrance along South Santa Monica Boulevard. A club member lobby at the ground level provides secondary pedestrian access from North Beverly Drive; however, club members arriving at the motor court by vehicle would access the club member lobby by an internal corridor accessed off the hotel lobby. Retail spaces along North Rodeo Drive would have separate pedestrian access points from the sidewalk along the street. The primary access to the ground floor restaurant would occur through the hotel lobby/motor court area. Additional ancillary pedestrian restaurant access points may be provided on South Santa



Monica Boulevard and/or North Beverly Drive. Figure 2.0-16 on page 2.0-25 shows proposed site access and circulation.

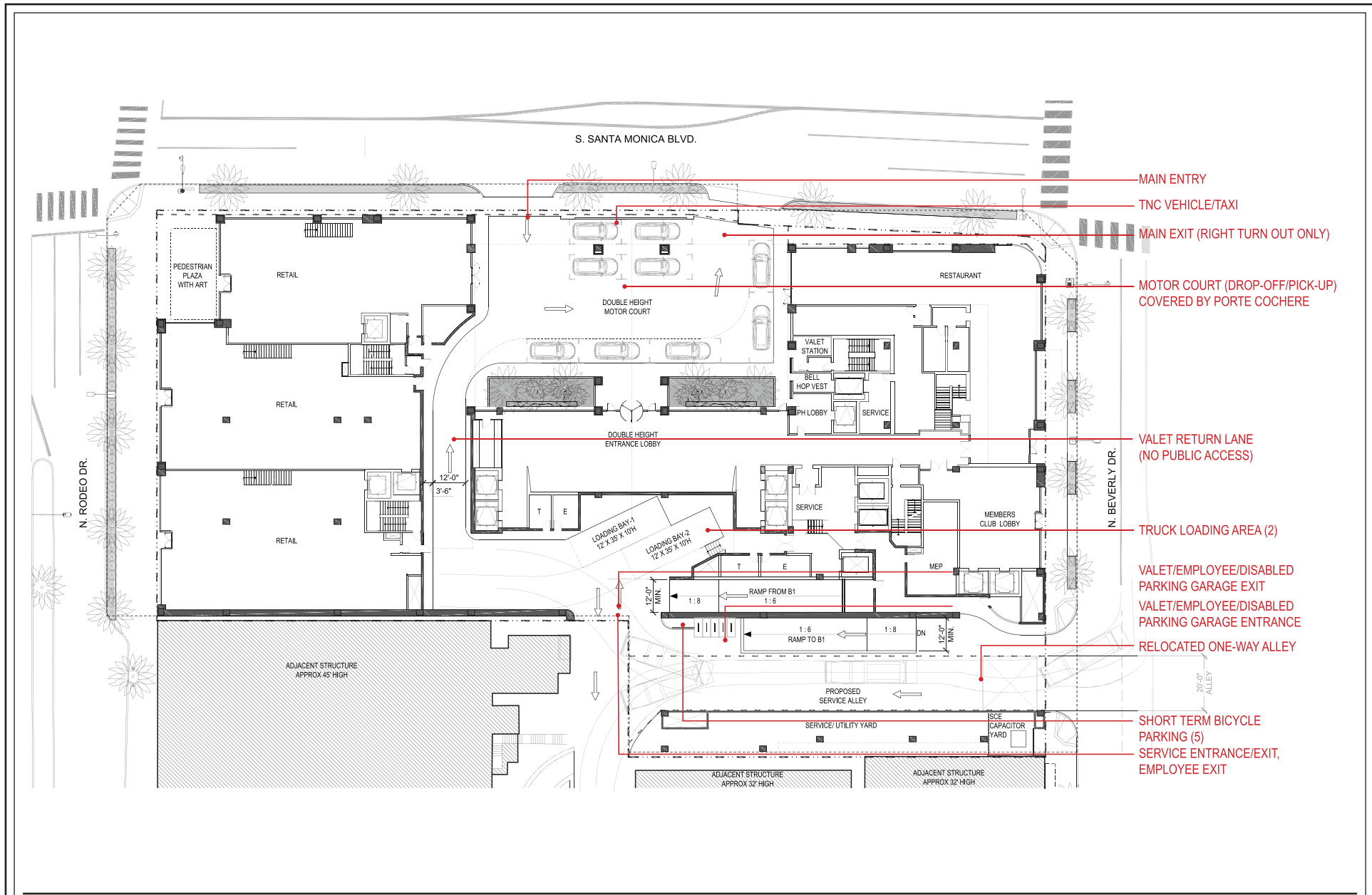
### **2.5.3 Landscaping and Open Space**

The Project would provide a variety of open space and recreational amenities onsite for hotel guests, club members, and visitors. The proposed Project plans identify approximately 45,201 square feet of open space. This includes the publicly accessible 670 square-foot pedestrian plaza at the corner of South Santa Monica Boulevard and North Rodeo Drive that would be contiguous to the sidewalk and include private artwork. Additionally, 4,760 square feet of outdoor restaurant and bar spaces on levels six and seven and the 742-square-foot outdoor terrace on the seventh level may be publicly accessible by reservation only unless otherwise reserved for hotel guests or club members and their respective guests. The remaining open space area would be for private use by hotel guests and club members and would include hotel room balcony/patio areas, pool deck, wellness center outdoor area, and penthouse pool deck.

Landscaping would be included throughout the Project Site and consist of a variety of palms, shrubs, perennials, groundcovers, and vines. The Project would also increase the number of trees onsite from zero to 7 trees, and the 15 existing street trees will be replaced at a 1:1 ratio for a combined total of 22 trees.

### **2.5.4 Lighting and Signage**

The Project would include low-level exterior lights adjacent to the proposed building and along pathways for security and wayfinding purposes. In addition, low-level lighting to accent signage, architectural features, and landscaping elements would also be incorporated throughout the Project Site. It is proposed that all lighting would comply with current energy standards and codes as well as design requirements while providing appropriate light levels. Proposed Project lighting would be designed to provide efficient and effective on-site lighting while minimizing light trespass from the Project Site, reducing sky-glow, and improving nighttime visibility through glare reduction. Specifically, all on-site exterior lighting, including lighting fixtures on the pool deck, would be automatically controlled via photo sensors to illuminate only when required and would be shielded or directed toward areas to be illuminated to limit spill-over onto adjacent streets or nearby residential uses. Where appropriate, interior lighting would be equipped with occupancy sensors and/or timers that would automatically extinguish lights when no one is present. All exterior and interior lighting shall meet high energy efficiency requirements utilizing light-emitting diode (LED) or efficient fluorescent lighting technology. New street and pedestrian lighting within the public right-of-way would comply with applicable City regulations in order to maintain appropriate and safe lighting levels on both sidewalks and roadways while minimizing light and glare on adjacent properties.



- MAIN ENTRY
- TNC VEHICLE/TAXI
- MAIN EXIT (RIGHT TURN OUT ONLY)
- MOTOR COURT (DROP-OFF/PICK-UP) COVERED BY PORTE COCHERE
- VALET RETURN LANE (NO PUBLIC ACCESS)
- TRUCK LOADING AREA (2)
- VALET/EMPLOYEE/DISABLED PARKING GARAGE EXIT
- VALET/EMPLOYEE/DISABLED PARKING GARAGE ENTRANCE
- RELOCATED ONE-WAY ALLEY
- SHORT TERM BICYCLE PARKING (5)
- SERVICE ENTRANCE/EXIT, EMPLOYEE EXIT

**Figure 2.0-16**  
Access and Circulation

Proposed signage would be designed to be aesthetically compatible with the proposed architecture of the Project Site and with City requirements. Proposed signage would include identity signage, building and tenant signage, and general ground level and way-finding pedestrian signage. No off-premises or billboard advertising is proposed as part of the Project. The Project would not include signage with flashing, mechanical, or strobe lights. Project signage would be illuminated via low-level, low-glare external lighting, internal halo lighting, or ambient light. Exterior lighting for signage would be directed onto signs to avoid creating off-site glare.

### **2.5.5 Sustainability Features**

The Project would incorporate green construction standards and design consistent with the Leadership in Energy and Environmental Design (LEED) Green Building Rating System with a minimum rating of Silver. Specific LEED features that would be incorporated into the Project include, but are not limited to:

- Recessed windows, balconies and overhangs to shade window glazing, while allowing reflected and diffuse daylight into the building to enhance the use of natural light and reduce the need for artificial light sources;
- Landscaping and exterior design utilizing subterranean parking and landscaped and shaded non-roof surfaces, light-colored, low-albedo roof surfaces to reduce local heat island effects;
- The reduction of chlorofluorocarbons (CFCs) from the building systems;
- The selection of materials, such as adhesives, sealants, paints, and carpeting, that reduce off-gassing to improve internal air quality;
- Installation of electric vehicle charging equipment and bicycle parking spaces, including charging facilities for e-bicycles, as well as employee lockers and showers;
- Solar ready collectors for 15 percent of the roof area excluding skylight areas for energy efficiency;
- Recycling of a minimum of 50 percent of demolition and construction debris; and
- The use of greywater for irrigation for landscape in areas inaccessible to hotel guests, club members, their respective guests and the public.

## 2.6 Project Construction

Construction of the Project is anticipated to commence in 2022 and would occur in two phases, which would overlap in their duration. Phase 1 would involve demolition of the existing structures at 449-453 and 461-465 North Beverly and construction of the relocated alley with overhead protection and associated subterranean levels. Phase 2 would include the balance of the Project. The overall duration of construction is estimated to be approximately 38 months with Project buildout in 2026. Project construction activities would include demolition, site preparation, grading, building construction, paving, and architectural coating activities. Construction of Phase 1 would take approximately 7.5 months. Construction of Phase 2 would overlap Phase 1 by approximately 1.5 months and is estimated to last approximately 32 months.

In accordance with Section 5-1-205 of the Beverly Hills Municipal Code, construction of the Project would primarily occur between the hours of 8:00 A.M. and 4:00 P.M. Site demolition, excavation, and export activities would occur between the hours of 7:00 P.M. and 7:30 A.M. and would require an after-hours construction permit from the City. Construction of the subterranean parking garage would extend to a maximum depth of approximately 44 feet below ground surface. During construction of the Project, approximately 124,920 cubic yards of earth would be removed from the Project Site, including approximately 34,564 cubic yards during Phase 1 and 90,356 cubic yards during Phase 2. Between the hours of 7:00 P.M. to 10:00 P.M., the designated outbound (leaving the Project Site) haul route is anticipated to be from the Project Site to eastbound South Santa Monica Boulevard to Burton Way to San Vicente Boulevard to southbound La Cienega Boulevard to Interstate 10. The reverse of this route would be used for inbound truck traffic from 7:00 P.M. to 10:00 P.M. Between the hours of 10:00 P.M. to 7:30 A.M., the designated outbound haul route is anticipated to be from the Project Site to southbound Beverly Drive to eastbound Wilshire Boulevard to southbound La Cienega Boulevard to Interstate 10. Between the hours of 10:00 P.M. to 7:30 A.M., the inbound haul route would be from Interstate 10 to northbound La Cienega Boulevard to westbound Wilshire Boulevard to northbound North Camden Drive to eastbound South Santa Monica Boulevard to the Project Site. It is noted that intermittent lane closures associated with construction of the future Metro D Line Rodeo Station are anticipated to occur on Beverly Drive through 2024. When periodic lane closures associated with the Metro station construction occur on Beverly Drive and/or Wilshire Boulevard, the nighttime haul trucks would utilize the evening (7:00 P.M. to 10:00 P.M.) haul route described above. Final haul routes would be determined in conjunction with the City. The location of off-site construction vehicle staging areas or other off-site logistic areas will be determined as construction progresses. Full operation of the Project is expected to occur in 2026.

## 2.7 Required Approvals

This Environmental Impact Report will analyze impacts associated with the Project and will provide environmental review sufficient for all necessary entitlements and public agency actions associated with the Project. The discretionary entitlements, reviews, permits and approvals required to implement the Project include, but are not necessarily limited to, the following:

- Certification of the Final EIR.
- A General Plan Amendment designating the Project Site as the “Cheval Blanc Beverly Hills Specific Plan” on the City’s General Plan Land Use map and Amendment of General Plan text, specifically concerning land use policy LU 9.4 Anchor Location Design Criteria.
- A Zoning Map and Zone Text Amendment to create a new Specific Plan, “Cheval Blanc Beverly Hills,” and to modify the official City Zoning Map and add text to apply the Specific Plan zoning to the Project Site.
- A Specific Plan that establishes development standards, such as size, height and density, applicable to the Project Site.
- A Development Agreement to provide for vested development rights and certain community benefits in connection with the Project.
- Amendment to the Master Plan of Streets: (i) to relocate the existing surface right-of-way for public alley purposes; (ii) to dedicate additional surface right of way for public sidewalk purposes along South Santa Monica Boulevard; and (iii) to allow the public roadway along North Rodeo Drive and South Santa Monica Boulevard to remain in their current locations.
- A Vesting Tentative Parcel Map to merge the existing contiguous lots and relocate the surface right-of-way of the public alley.
- Encroachment Permits to allow: (i) subsurface utility vaults to encroach into the public right-of-way; (ii) parking spaces and aisles to extend under the public sidewalk from ten (10) feet below grade and out no farther than to the line of the existing curb; (iii) installation and maintenance of landscaped parkways and special paving in the public right of way along North Rodeo Drive, South Santa Monica Boulevard and North Beverly Drive.
- Other approvals as required by the City, applications for which have not yet been submitted:
  - Construction Stormwater General Permit

- Approval of Architectural Review (by the Architectural Commission).
- Approval of an After Hours Construction Permit (by the Building Official).
- City of Beverly Hills Traffic Management Plan, Building Permit, Grading Permit, Dewatering Permit.
- Other approvals required by other agencies (such as the City of Los Angeles and the State of California Department of Transportation) including but not limited to the following:
  - State of California, Department of Transportation permits for haul routes and to allow for transportation of heavy construction equipment and/or materials which require the use of oversized-transport vehicles on State facilities.
  - City of Los Angeles permits for disposal of materials and haul routes.

In addition to the entitlements identified above, subsequent or additional approvals may also be required from the City for the Project, including, but not limited to, demolition permit, excavation permit, shoring permit, foundation permit, and various building permits.

## 2.8 Project Objectives

Section 15124(b) of the California Environmental Quality Act (CEQA) Guidelines states that the project description shall contain “a statement of the objectives sought by the proposed project.” Section 15124(b) of the CEQA Guidelines further states that “the statement of objectives should include the underlying purpose of the project.” The underlying purpose of the Project is to revitalize the Project Site by developing a high quality hotel-driven anchor development project that provides new lodging opportunities within the City to serve the region and tourists as well as publicly accessible neighborhood-serving restaurant and bar uses that encourage pedestrian activity in the vicinity of the Project Site. The Project’s specific objectives are set forth below.

- Support and expand tourism and business activity by developing new lodging opportunities that are easily accessible to entertainment and commercial destinations in the City of Beverly Hills.
- Provide short- and long-term employment opportunities and maximize transient occupancy tax revenue for the City through the development of a one-of-a-kind luxury hotel that will attract visitors to the Business Triangle and Beverly Hills.
- Reduce vehicular trips and promote local and regional mobility objectives by developing a hotel use with convenient access to a variety of alternative

transportation options including walking, biking, and public transit, and in close proximity to popular tourist destinations.

- Replace existing uses and structures with an economically viable and aesthetically attractive anchor development on a physically constrained site that will be physically and programmatically compatible with the variety of urban uses in the vicinity.
- Improve the pedestrian experience and enhance walkability through a pedestrian friendly design that includes pedestrian amenities at ground level.
- To accommodate vehicle flow on adjacent City streets and promote multiple transportation modes (walking, bicycling) by relocating the portion of the alley which bisects the Project Site, placing parking underground, limiting driveway access points, and enhancing the pedestrian environment on all of the adjoining streets.