

REFERENDUM AGAINST AN ORDINANCE PASSED BY THE CITY COUNCIL

AN ORDINANCE APPROVING THE CHEVAL BLANC SPECIFIC PLAN ZONING AND MAP AMENDMENTS: ORDINANCE NO. 22-O-2866

OVERVIEW: This referendum measure seeks to overturn Ordinance No. 22-O-2866, approving a Zone Text and Map Amendment to add Article 16.6, **Cheval Blanc Beverly Hills Specific Plan**, to the zoning code and make corresponding map amendments to implement the Cheval Blanc Beverly Hills Specific Plan (“Zone Text and Map Amendment”), adopted by the City of Beverly Hills (“City”) City Council on November 15, 2022. The Cheval Blanc Beverly Hills Specific Plan (“Specific Plan”) was previously adopted by City Council by Resolution No. 22-R-13431 on November 1, 2022. The Zone Text and Map Amendment and related Specific Plan approve a luxury 115 room hotel, 500 member private club, with restaurants and other retail uses (“Project”) on an approximate 1.28 acre site located at the northern portion of the Beverly Hills Business Triangle (“Site”). Under various approvals that accompanied the Zone Text and Map Amendment and Specific Plan, Cheval Blanc would more than double certain development rights, as described below, and vest those rights in exchange for various public benefits to the City, as described below.

By signing this petition for referendum, you are requesting an election on the adopted Zone Text and Map Amendment.

PROJECT LOCATION AND EXISTING ZONING DESIGNATIONS: The Project Site consists of seven lots totaling 55,600 plus square feet located at 456 and 468 North Rodeo Drive; 449, 451, and 453 North Beverly Drive; and 461 through 456 North Beverly Drive in the City of Beverly Hills. The Site is roughly 1/3 of a city block that is bounded by S. Santa Monica Blvd. (to the north), North Beverly Drive (to the east), North Rodeo Drive (to the west) and commercial buildings (to the south). The Site is presently occupied by approximately 56,787 square feet of commercial and institutional uses within a variety of one, two, and three story buildings. Under current City zoning regulations, the Project Site has a general plan land use designation of Low Density General Commercial and is zoned C-3 Commercial, which limits development to a floor area ratio (“FAR”) of 2.0 to 1 (equivalent to roughly 110,000 square feet of floor area) and a building height of 45 feet, and allows for a 35 room hotel development (according to the City’s environmental analysis).

PROPOSED CHEVAL BLANC LUXURY HOTEL PROJECT: Cheval Blanc is proposing a single, multi-use building that contains a luxury hotel with restaurants, a private club, and street level retail facing North Rodeo Drive. Cheval Blanc proposed various changes to the City’s zoning regulations, including the Zone Text and Map Amendment to change the zoning of the Project Site to the Specific Plan. The Specific Plan allows a maximum of 4.2 to 1 FAR, up to 220,950 square feet of floor area, buildings heights ranging from 51 feet on North Rodeo Drive and up to 115 feet along North Beverly Drive, and up to 115 hotel guest rooms.

PROJECT APPROVALS: In addition to approving the Zone Text and Map Amendment to change the zoning of the Project Site to Specific Plan, Cheval Blanc also requested the City’s approval of other land

use approvals (e.g., adoption of the Specific Plan and adoption of General Plan Amendments) and a Development Agreement. Under the Development Agreement, Cheval Blanc secures a vested right to develop the hotel and other uses at the above height and density in exchange for various public benefits to the City, including an additional Municipal Surcharge paid to the City of 5% of the gross room revenue, an arts and cultural contribution to the City of \$2 million, a public benefit contribution to the City of \$26 million and a contractual commitment to maintaining the Cheval Blanc Hotel at a minimum luxury standard.

A REFERENDUM ON ORDINANCE NO. 22-O-2866 (ZONE TEXT AND MAP AMENDMENT TO CHANGE THE ZONING FOR CERTAIN PROPERTY TO THE CHEVAL BLANC BEVERLY HILLS SPECIFIC PLAN): The proposed referendum measure applies only to Ordinance No. 22-O-2866 adopted on November 15, 2022 which approved an amendment of the zoning code to add Article 16.6, Cheval Blanc Beverly Hills Specific Plan and make corresponding map amendments, thereby changing the zoning of the Project Site to “Cheval Blanc Beverly Hills Specific Plan.” The Specific Plan allows the luxury hotel Project as proposed by Cheval Blanc and modified at the Planning Commission. The full text of Ordinance No. 22-O-2866 is included as “Attachment 2” of the City’s Agenda Report for Item E-3 dated November 15, 2022 which can be found at the following City website link (pages 54 through 72 of the 72 page document):

https://beverlyhills.granicus.com/MetaViewer.php?view_id=49&event_id=5754&meta_id=542230

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