Ventura-Cahuenga Boulevard Corridor Specific Plan Amendment

Open House
Crespi Carmelite High School, Encino, CA
February 20, 2020
Today

- Provide an overview of the amendment scope
- Briefly explain the existing Specific Plan regulations
- Clarify what the amendment will do to **modernize** and **streamline** each piece of the Specific Plan
Work Program

Today

Background • Signs • New Zoning Code • Funds • Summary • Next Steps
Scope of the Amendment

**Modernize** existing regulations and **streamline** existing processes by:

- Simplifying and reducing the timeframe of the sign approval process
- Clarifying development regulations via the new Zoning Code
- Updating the allowable expenditures for PIA fees to better meet today’s needs
The Specific Plan Details
Specific Plan Relationship to Zoning Code

Land Use is regulated by the **Zoning Code** but …

…the Specific Plan *supersedes* the Zoning Code
Signs

- Regulations are more restrictive and supersede the Municipal Code
- New signs require a discretionary approval which may take several months
What does the amendment mean for signs?

- **X** Project Permit Compliance
- ![Checkmark](image)
  - Administrative
  - Same regulations

Background · **Signs** · New Zoning Code · Funds · Summary · Next Steps
### Development Regulations

<table>
<thead>
<tr>
<th>Specific Plan Designation</th>
<th>Floor Area Ratio</th>
<th>Lot Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Commercial</td>
<td>1.5:1</td>
<td>75%</td>
</tr>
<tr>
<td>Community Commercial</td>
<td>1.25:1</td>
<td>75%</td>
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<tr>
<td>Neighborhood &amp; General Commercial</td>
<td>1.0:1</td>
<td>60%</td>
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**Max Height**

- **Height 30’**
- **Height 45’**
- **Height 75’**

Height measurement includes all rooftop structures, such as elevators and stairwells, which are not otherwise included throughout the rest of the city.
Development Regulations

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Max Height
- Height 30°
- Height 45°

Height limitations only apply to areas of Specific Plan. In certain locations, structures may be granted additional height if they follow a precise step back pattern (detailed in the Specific Plan) that would require the building to appear more like a wedding cake than a flat box.

Height measurement includes all rooftop structures, such as elevators and stairwells, which are not otherwise included throughout the rest of the city.
Subareas

- Regionally Impacted Areas (Studio City/Cahuenga Pass)
- Pedestrian Development District (Sherman Oaks)
- Restricted Use Area (Sherman Oaks)
- Pedestrian Oriented Areas (five areas throughout)
Pedestrian Oriented Areas

All businesses must:
- maintain at least 50% of their wall frontage as window space, display case, or public art
- front a street or Courtyard
- maintain direct pedestrian access to the sidewalk or Courtyard

- **ONLY the listed Tier I uses are allowed** for the front 50 feet deep of a building, and a minimum of 75% of the building frontage at the ground level.
# Pedestrian Oriented Areas

<table>
<thead>
<tr>
<th>Tier I</th>
<th>Tier II</th>
</tr>
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<tbody>
<tr>
<td>- beauty and nail salons, day spas</td>
<td>- accountants</td>
</tr>
<tr>
<td>- book stores</td>
<td>- shoe repair</td>
</tr>
<tr>
<td>- cafes</td>
<td>- stores selling other small consumer items</td>
</tr>
<tr>
<td>- restaurants</td>
<td>- etc.</td>
</tr>
<tr>
<td>- ice cream parlors</td>
<td>- architects and interior decorating</td>
</tr>
<tr>
<td>- dressmaking and tailoring</td>
<td>- day care</td>
</tr>
<tr>
<td>- martial arts/dance centers</td>
<td>- doctors, dentists, chiropractors</td>
</tr>
<tr>
<td>- pet shops</td>
<td>- dry cleaners</td>
</tr>
<tr>
<td></td>
<td>- insurance companies</td>
</tr>
<tr>
<td></td>
<td>- law and legal aid</td>
</tr>
<tr>
<td></td>
<td>- locksmith</td>
</tr>
<tr>
<td></td>
<td>- real estate offices, mortgage companies</td>
</tr>
</tbody>
</table>
Additional Development Standards

**Not Allowed**

**Allowed**

**Allowed**

Background ∙ Signs ∙ **New Zoning Code** ∙ Funds ∙ Summary ∙ Next Steps
Zoning Code

C2-1VL-RIO

Height: 45 feet
Floor Area Ratio: 1.5:1
Lot Coverage: N/A
Community Commercial Land Use
Pedestrian Oriented Area (POA)

**Height:** 30 feet
**Floor Area Ratio:** 1:1
**Lot Coverage:** 60%

**C2-1VL-RIO**
**Height:** 45 feet
**Floor Area Ratio:** 1.5:1
**Lot Coverage:** N/A
Specific Plan

+ Additional Regulations

- Pedestrian Oriented Area (POA)
  - Façade Requirements (art or windows for 50% of the front façade and a walkway from the sidewalk)
  - Limited uses to POA Tier I list
- Setback Requirements
- Landscaping Requirements
- Signage Regulations
- Different Parking Requirements

Community Commercial Pedestrian Oriented Area

Height: 30 feet
Floor Area Ratio: 1:1
Lot Coverage: 60%

Background • Signs • New Zoning Code • Funds • Summary • Next Steps
New Zoning Code- Amendment Scope

- The existing zones and Specific Plan will be translated parcel by parcel to its closest counterpart from the new Zoning Code.
- The intent is to maintain existing regulations, including height and capacity.
FORM SAMPLE

C. Low-Scale 3 (LS3)

Structures in the Low-Scale 3 Form District are intended to support concentrated activity along pedestrian oriented streets where a traditional main street character is desired. Structures present a lower scale frontage and strong street wall that supports a vibrant pedestrian environment while building height gradually rises away from the street in order to accommodate development activity.
FRONTAGE SAMPLE

A. Shopfront (SH)

The Shopfront Frontage is intended for areas where parking between the building and street is not allowed. Buildings abut the street and sidewalk and in order to prioritize the pedestrian experience, street wall continuity is emphasized.
Project Impact Assessment Fee

- Collected and administered by the Department of Transportation
- Applied based on Land Use categories and community
- Fee is calculated per square foot of floor area
- Some Land Uses also are also subject to a “drive-through convenience premium” fee
PIA Fund Expenditures

The collected revenue is deposited in the *Specific Plan Fund 523*

<table>
<thead>
<tr>
<th>Revenue may ONLY be spent as follows:</th>
<th>Funds are NOT allowed to be used for the following:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Transit, Transportation Demand Management (TDM) Programs, and Transportation Management Organizations (TMO)</td>
<td>• Maintenance (under any circumstances)</td>
</tr>
<tr>
<td>• Off-street parking facilities</td>
<td>• Alleys, sidewalks, landscape medians, crosswalks, street trees and landscaping, street lights (without special approval)</td>
</tr>
<tr>
<td>• Intersections identified as “Designated Intersections”</td>
<td></td>
</tr>
</tbody>
</table>
What does the amendment mean for PIA Funds?

The amendment will change what the monies can be spent on, and the approval processes, to allow for more flexibility for improvements.
Scope of the Amendment

*Modernize* existing regulations and *streamline* existing processes by:

- Simplifying and reducing the timeframe of the sign approval process
- Clarifying development regulations by applying the new Zoning Code
- Updating the allowable expenditures for PIA fees to better meet today’s needs
Scope of the Amendment

- Why is the scope of this amendment limited?
- What if I want to see changes that are different than what is proposed?
Outreach

- Businesses
  - Business Improvement Districts (BIDs)
  - Chambers of Commerce
  - Other Business Organizations

- Neighbors and Residents
  - Neighborhood Councils
  - Other Resident Organizations

- Plan Review Board
  - Monthly (first Thursday)
Outreach

- Presentations
- One open house

Today

- Report-back
- Consult

- Two open houses
- One public hearing
- Adoption process public meetings

Background ∙ Signs ∙ New Zoning Code ∙ Funds ∙ Summary · Next Steps
# Work Program

## Two Years: 2019 to 2021

<table>
<thead>
<tr>
<th>Research and Groundwork</th>
<th>Initial Outreach</th>
<th>Proposed Changes and Environmental Study</th>
<th>Consult</th>
<th>Refine and Revise</th>
<th>Open Houses and Public Hearing</th>
<th>Recommendations and Adoption</th>
</tr>
</thead>
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<tr>
<td>![Map Icon]</td>
<td>![Group Icon]</td>
<td>![Book Icon]</td>
<td>![Network Icon]</td>
<td>![Bus Icon]</td>
<td>![Meeting Icon]</td>
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**Next Steps**
Open House
Thank you!
Contact and Information

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