

MOTION

WHEREAS, on June 10, 2019, City Council instructed the Planning Department to amend the Ventura-Cahuenga Boulevard Corridor Specific Plan after considering the following three Options.

Option One - Specific Plan Procedural Enhancements Several procedures and processes in the Specific Plan could be enhanced with streamlining. Some of these procedures are difficult or time-consuming to implement, and have the effect of delaying or thwarting investment within the Ventura Boulevard corridor. One such example is the requirement that all new tenant and business identification signs file a Specific Plan Project Permit Compliance application, a process that takes several months and requires a costly application fee. The length of time and cost to process such applications creates a burden for many applicants. The Department has created an administrative review process that can replace the Project Permit Compliance process for some simple projects, such as new tenant signs or minor changes of use. While the development regulations would remain the same, the reduction in the required level of discretion would dramatically streamline some projects as well as reduce costs for applicants. These procedural enhancements to the Specific Plan can be accomplished using existing staff and budget resources to complete environmental review, outreach, plan formulation and adoption. The estimated timeline for completion is approximately nine months.

Option Two - Specific Plan Re:Code and Rezone The Specific Plan, coupled with the underlying zoning along the corridor, can create unnecessary deterrents for certain types of projects otherwise permitted in the Specific Plan. As an example, the Specific Plan contains parcels with dual zoning classifications which, in certain instances, obstructs potential development projects that might otherwise meet the intent of the Specific Plan. The Specific Plan's zoning system could benefit from simplification, efficiency, modernization, and future adaptability.

Option Two - This Option would use the Re:code process to more effectively implement the goals and PLUM Committee CF 17-1071 Page 3 objectives of the Specific Plan. Converting the existing Specific Plan regulations into the new

zoning system will ensure the plan is consistent with the rezoning work undertaken as part of the Community Plan Update program. Additionally, the procedural enhancements included in Option One could also be achieved. Option Two could be accomplished in one to two years, would require two full-time staff positions, and consultant costs of approximately \$100,000 - \$200,000 to include environmental review and community outreach. Both the required staffing and consultant costs are included in the recently adopted fiscal year 2018-19 budget.

Option Three - Specific Plan Review and Revision Option Three includes a review and potential revision to all provisions of the Specific Plan including procedures, existing development regulations, permitted densities, heights, zoning classifications, and assessed fees. The Specific Plan would be rezoned. Streamlined procedures could be established. Context appropriate regulatory overlays could be designed to create tailored regulations for the varied communities along Ventura Boulevard. The revision of the Specific Plan could be accomplished within four to five years and would involve two additional full-time staff positions beyond what is currently budgeted. Estimated consultant costs would exceed \$750,000 and the work program would include an Environmental Impact Report, significant outreach to all affected communities, plan preparation, and adoption.

WHEREAS, in the end, on that June day in 2019, City Council chose the least invasive (and easiest) Option in Option One and instructed that Planning Department to move forward on amending the Plan and beginning it's initial public outreach.

WHEREAS, over the last year plus, Planning Department has been working on amending the Plan in what has been simply a minor update to primarily the Plan's signage provisions and some other minor, insignificant teaks a Plan that needs a major, comprehensive Update.

WHEREAS, during Planning's outreach, most communities along the Boulevard have realized that this Plan needs a much greater and complete overhaul/comprehensive review in order for it to be responsive to development over the next 10-15 years.

WHEREAS, many communities including Sherman Oaks, now want to see City Council re-evaluate their action of June 2019 and direct the Planning Department to conduct a comprehensive review of the Plan.

WE, THEREFORE MOVE, THAT the Los Angeles City Council re-evaluate their action in June 2019 and move towards requiring the Planning Department to conduct a more comprehensive and thorough review and amendments to the Specific Plan including studying the validity of amending the Specific Plan (i.e, Option 2 or Option 3) in the following provisions of the Plan.

1. **TRANSPORTATION FUNDS.** Expansion of transportation funding or the definition of current funding (PIA fees) to cover additional improvements and adding the needed maintenance of Sidewalks, Alleys, Streetscape, Landscaped Medians, Crosswalks, Traffic Controls, and Road Redesign of all intersections in the Plan, Street lighting, Landscaping, and Street trees.

2. **PARKING FEES.** Increase parking in lieu fees and provide for an adequate system to adjust for inflation that would enable true funding of alternate parking solutions. Parking meter fees collected in the Plan area should be allocated to parking mediation within the plan area.

3. **DESIGN GUIDELINES.** Update Urban Design and Streetscape Guidelines and incorporate some items, including selected architectural characteristics, into the ordinance as design standards. Include criteria for pedestrian oriented storefronts.

4. **PEDESTRIAN ORIENTED DISTRICT RE-EVALUATION.** Re-evaluate the areas designated as pedestrian oriented. Expand the pedestrian oriented area to include all areas within the jurisdiction of the Specific Plan. Redefine the pedestrian areas and the allowable uses within them. Establish transparency requirements, minimum and maximum setbacks, building entrance orientation, surface parking locations, open space, etc. to reinforce the Corridor as pedestrian oriented. Allow for more service-oriented uses such as medical offices and recognize the reduction in the need of retail uses.

5. **PATTERNED ZONING.** Include zoning organized so that nodes of increased activity are formed that create a variety in the pattern of development along

the 17-mile Corridor. Consider selected intersections or landmark uses and structures as potential locations of increased activity.

6. EXPANSION OF SPECIFIC PLAN. Expand the Specific Plan area where adjacent Commercial properties are located and would benefit from or where the Boulevard would benefit from the expansion. Do not expand the plan into additional single family zoned properties without careful outreach, consensus of a majority of property owners and justification.

7. RE-EVALUATION DEVELOPMENT PARAMETERS. Evaluate allowable development densities and intensities as follows:

- Explore where larger sites adjacent to residential neighborhoods could be encouraged to be developed through increased FAR's and height, but would be mandated to protect the adjacent properties through transitional height restrictions.
- Explore where sites adjacent to the freeway, the L.A. River and also only to commercial properties could accommodate increased heights and FAR's compared to what's currently allowed.
- Maintain height restrictions and FAR's and explore further protections on sites adjacent to residential properties that are of a size and/ or shape that does not support the ability to implement transitional height restrictions.

8. EXPAND RESIDENTIAL DEVELOPMENT INCLUDING EXPANDING AFFORDABLE HOUSING UNITS. Require mixed use where residential is desired or allowed to support an activated Ventura Boulevard. Designate where residential is allowed and further define where commercial/ retail would be required at the first floor and /or where residential units opening to the street would be required. Add design guidelines that regulate options for live/ work residential units within developments. Provide for the state mandate for increased affordable housing unit construction by way of SB 1818 projects and other similar laws and ordinances.

9. INCREASE OPEN SPACE. The need for public open space including parks, pocket parks, plazas, pedestrian walkways, recreational space, outdoor dining, entertainment venues, civic gathering, and temporary seasonal uses needs to

be reviewed. Appropriate development requirements, incentives, zoning, and possible land acquisition needs to be studied.

10. **REDEFINE HEIGHT.** Redefine height in the plan to not include roof top equipment, elevator towers, extensions of stairwells and unoccupied towers. Add a limit to these elements however to an additional 20 feet. Reevaluate how height is measured.

11. **ELIMINATE P AND PB ZONES.** All Zones designated as Parking zones (P or PB) should be eliminated and the properties appropriately rezoned.

12. **REVISE THE TRANSPORTATION IMPROVEMENT AND MANAGEMENT PLAN.** Study all intersections along the 17-mile Corridor and proposed new traffic mitigations needed because of use of the Boulevard as an alternate to the 101 freeway.

13. **ENHANCEMENT OF EXISTING ALLEY NETWORK.** Preserve the existing alleys and further take advantage of their existence by supporting maintenance, and encouraging active uses off them. Encourage access to parking, and materials movement in the alleys.

14. **UPDATE PARKING REQUIREMENTS.** Changes to Parking Requirements Including changes of uses. Additionally, standards established for parking for employees and valet parking must be reviewed with property owners and business owners within a 500-foot radius where parking is limited and separately for each of the six community's needs.

WE, FURTHER MOVE, THAT, additionally, original Specific Plan includes a series of procedures and development regulations to guide growth along the Ventura Boulevard corridor in a generic way ignoring the individual needs of the various communities along the 17 miles and each community has unique opportunities which the Specific Plan needs to respect. City Council should consider breaking the Specific Plan into Overlays either by each individual community (Sherman Oaks, Studio City, Cahuenga Pass, Encino, Tarzana and Woodland Hills). Or, breaking the Specific Plan into two Overlay regions, East of the 405 and West of the 405.