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PLAN REVIEW BOARD (PRB)

Ventura/Cahuenga Boulevard Corridor Specific Plan

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August 27, 2018

Planning and Land Use Management Committee
City Hall, Room 350
200 North Spring Street
Los Angeles, CA 90012

RE: Agenda #6-Ventura-Cahuenga Boulevard Corridor Specific Plan

Dear Committee Members,

On August 2, 2018 the Plan Review Board of the Ventura-Cahuenga Boulevard Corridor Specific Plan passed the following motion:

The Board supports the City of Los Angeles expediting the items listed in "Option 1" of the Matrix presented by the Planning Department on August 2, 2018, and at the same time, pursue the complete list of items included in "Option 2" of the Matrix.

(See attached Matrix)

For the past two years, the Board has diligently worked on what changes are needed to make the Specific Plan more workable for business and property owners in the coming years. Option 1 and Option 2 would do that quickly and in an efficient manner. Ventura Boulevard must remain viable as the San Fernando Valley's premier commercial corridor.

The Board hopes that you will approve our recommendation for Option 1 and Option 2.

Thank you for your consideration in this matter.





Sincerely yours,








Kathy Delle Donne, President-Plan Review Board






Ventura-Cahuenga Boulevard Corridor Specific Plan






MATRIX

Ventura-Cahuenga Boulevard Corridor Specific Plan			
Plan Review Board (PRB) Proposed Changes	Degree Of Change		
	Option 1	Option 2	Option 3
<p>1. Expansion of transportation funding or the definition of current funding (PIA fees) to cover additional improvements and adding the needed maintenance of:</p> <ul style="list-style-type: none"> A. Sidewalks B. Alleys C. Streetscape D. Landscaped medians E. Crosswalks F. Additional traffic controls G. Additional road redesign of all intersections in the Plan (beyond the 19 intersections currently included). Also to expand the scope beyond improvements and include ongoing maintenance of the intersections. H. Street lighting I. Landscaping J. Street trees. 		✓	
<p>2. 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.</p>		✓	

<p>3. 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.</p>			
<p>4. 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.</p>			
<p>5. 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.</p>			
<p>6. 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.</p>			

<p>7. Evaluate allowable development density as follows:</p> <p>A. 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.</p> <p>B. 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 is currently allowed.</p> <p>C. 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.</p>			
<p>8. 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.</p>			
<p>9. Provide for the state mandate for increased affordable housing unit construction by way of SB 1818 projects and other similar laws and ordinances. Designate acceptable locations of these projects while considering appropriate protections and intelligent planning by establishing a prohibition of these projects in some areas to encourage commercial service/ use nodes.</p>			
<p>10. 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.</p>			
<p>11. 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.</p>			

<p>12. River Improvement Overlay District. Areas in the plan, either currently or when revised, that overlap the River Improvement Overlay District should be coordinated with regard to all requirements.</p>			
<p>13. All Zones designated as Parking zones (P or PB) should be eliminated and the properties appropriately rezoned.</p>			
<p>14. Plan-wide Restrict drive-through restaurants.</p>			
<p>15. Permit certain motor vehicle repair uses that include associated minimum streetscape standards encouraging pedestrian oriented design.</p>			
<p>16. Study traffic mitigations needed because of use of the Boulevard as an alternate to the 101 freeway. A. Work with Cal Trans regarding long range planning to make improvements to the freeway on and off ramps, and by the addition of traffic lanes to the freeway. B. Implement TDM Strategies for the Boulevard Corridor, (including a TMO). C. Work with Metro and LADOT to improve the transit running along the Boulevard Corridor. D. Create local loop transit including and connecting to Warner Center. E. Continue and improve transit lines that connect the whole Boulevard Corridor. F. Enhance the comfort and attractiveness of the Transit stops to encourage increased use.</p>			

<p>17. 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.</p>			
<p>18. The bike ordinance and other mobility options need to be reviewed and consciously included or not included in selected areas. Justifications for the final decisions should be made a matter of record. These options are currently not included in the current plan, but do occur in other zoning overlays and ordinances. Consideration of drop off areas for transit network companies, valet service areas, bike lanes, shuttle services, designated loop transit lines, loading zones, etc. need to be reviewed. Parking for alternative vehicles and bikes should be included in the plan. Bike rack locations need to be reviewed as to whether private land or public right-of-ways are allowable locations.</p>		 *	
<p>19. 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.</p>			
<p>20. In addition to signage, Administrative Clearance for some minor projects like changes of use, use of land, grading, demolitions, and interior remodels.</p>			
<p>21. Sustainability. Light Pollution restrictions be added to the Plan, Solar Reflectance Index for exterior materials, and EV Parking.</p>			

*- Subject to change depending future input form City Attorney, consultants, etc.