



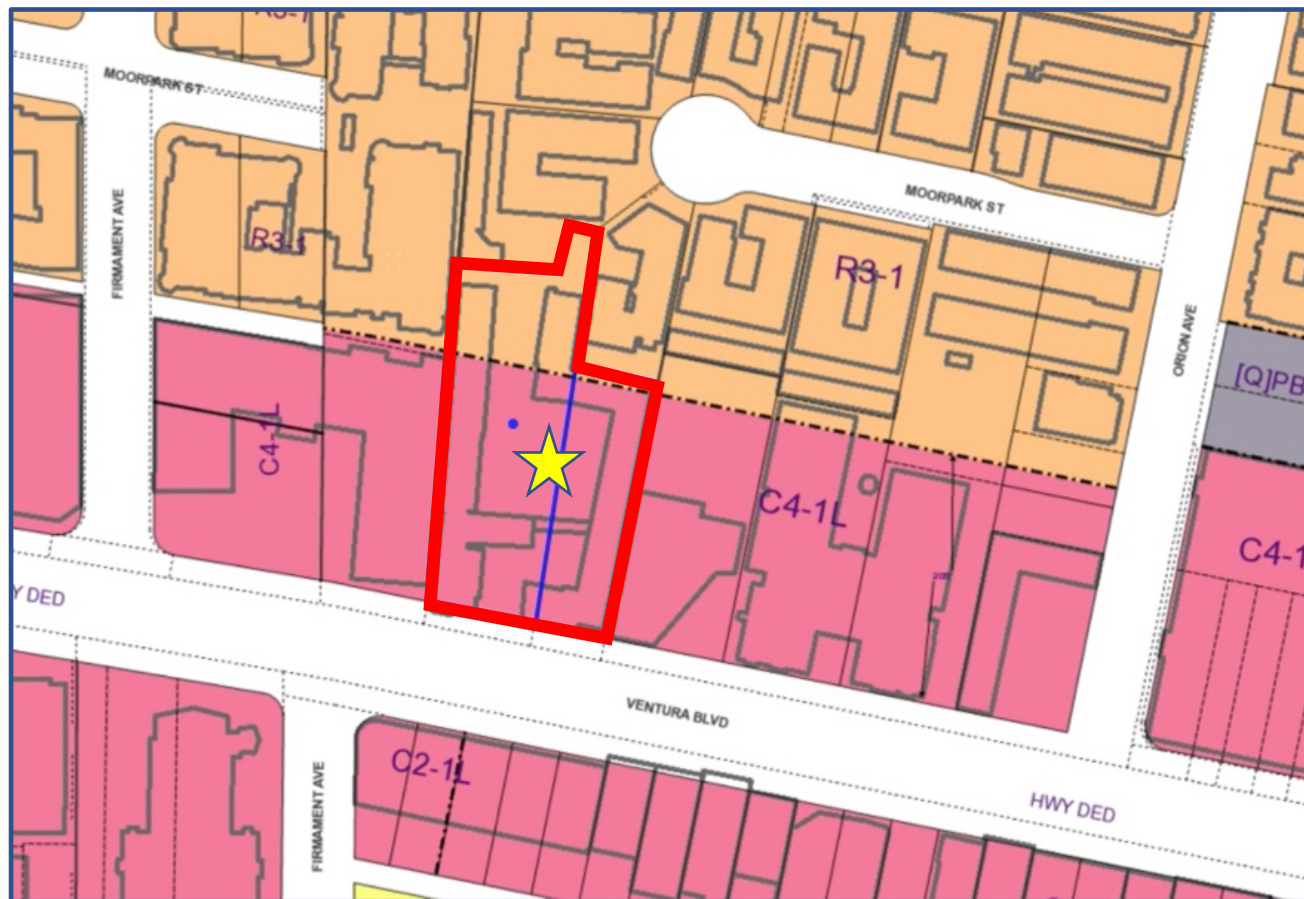
Encino Neighborhood Council – Planning and Land Use Committee

15481 – 15491 Ventura Boulevard

October 13, 2020

Zoning and Land Use

- Zoning:
 - C4-1L
 - R3-1
- Land Use:
 - Regional Center Commercial
 - Medium Residential
- Specific Plan:
 - Ventura Cahuenga Boulevard Corridor
 - Regional Commercial
- Permitted per Zoning/Specific Plan:
 - **Density** (Guest Rooms) – **Unlimited** in C4 zoned portion; No guest rooms permitted on R3 portion.
 - **Height** – up to **75 Feet** w/ Stepbacks
 - **Floor Area Ratio (FAR): 1.25:1**



Surrounding Uses

- Multi-Family
- Commercial Office
- Medical Office
- Commercial Retail
- Church/School



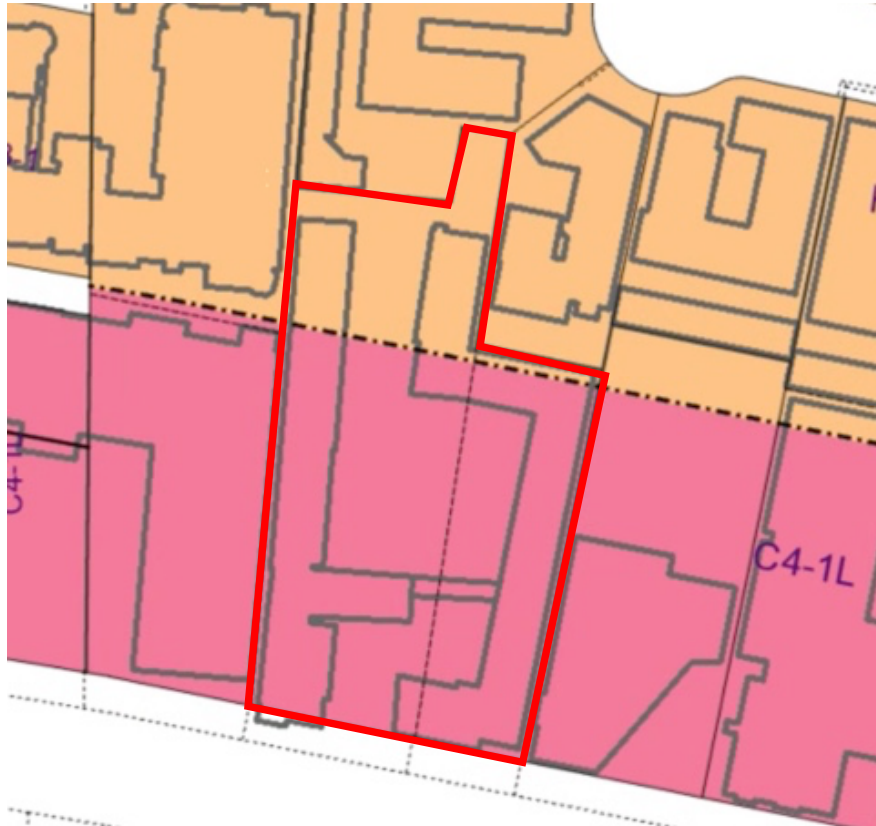
Project Site – 15485 Ventura Boulevard



- The Sherman Hotel
 - 70 guest room motor court hotel
- Purchased by current property owner DKN Hotels in April 2016
- DKN Hotels
 - Own, operate and manage a portfolio of 12 properties in Southern California

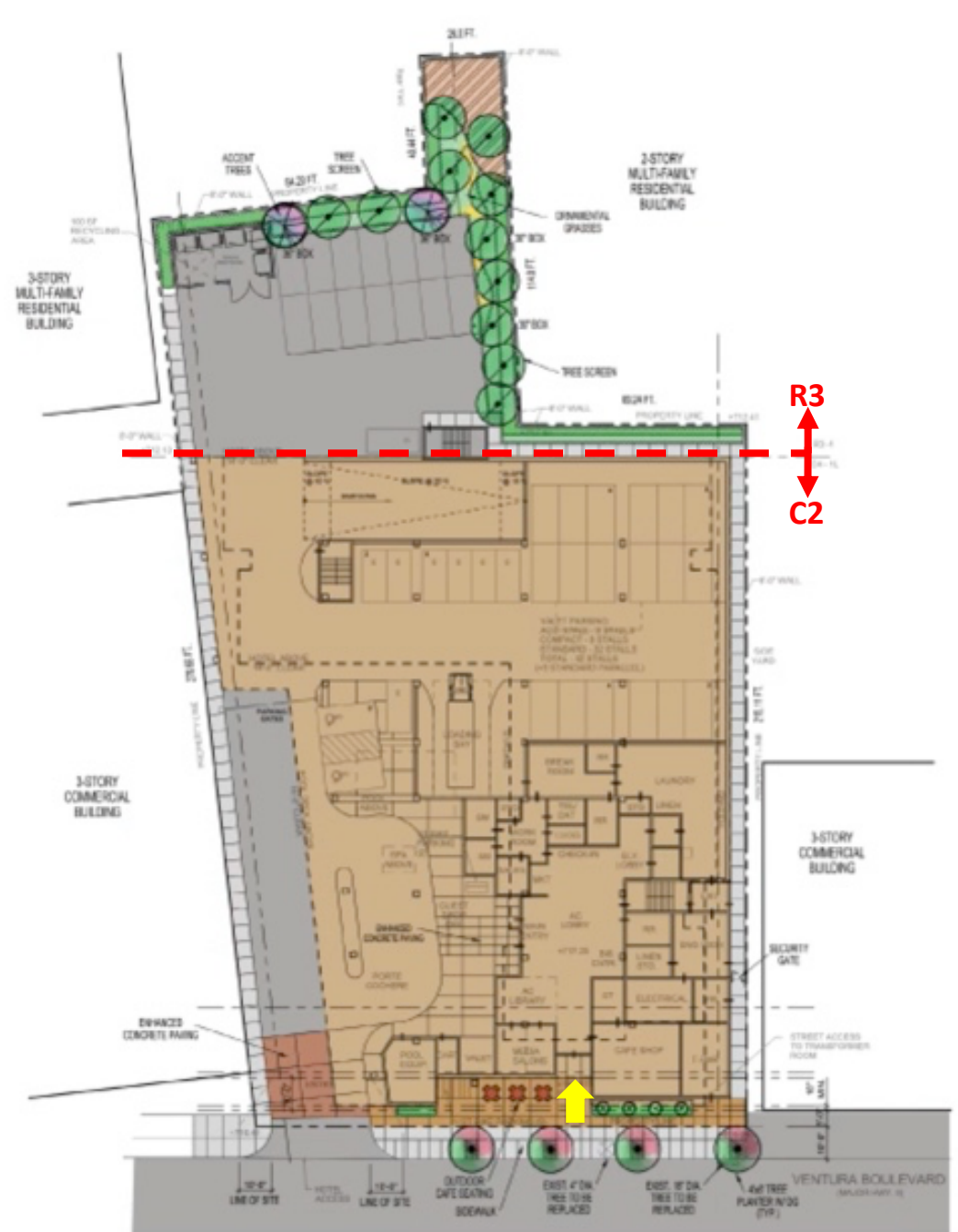
Existing Site Improvements

- 2-story 70 room motor court hotel
- Ancillary retail space along Ventura Boulevard
- Deemed Approved - Hotel building straddles R3 and C4 Zone
- 2015 - Building ordered to comply with Soft-Story Retrofit Program



Sherman Oaks AC Hotel by Marriott

- 159 Guest Room Hotel
 - Hotel building on C4 portion of lots
- Parking provided
 - at grade and subterranean
 - Valet operation
- Ground Floor
 - Pedestrian entrance direct from Ventura Blvd
 - Lobby/Check-in
 - Café with outdoor patio seating
 - AC Library
 - Media Salons
 - Retail (sundries)
- Guest Drop-off/Pick-up
 - Porte Cochere off Ventura Boulevard



Ventura Boulevard

Sherman Oaks AC Hotel by Marriott



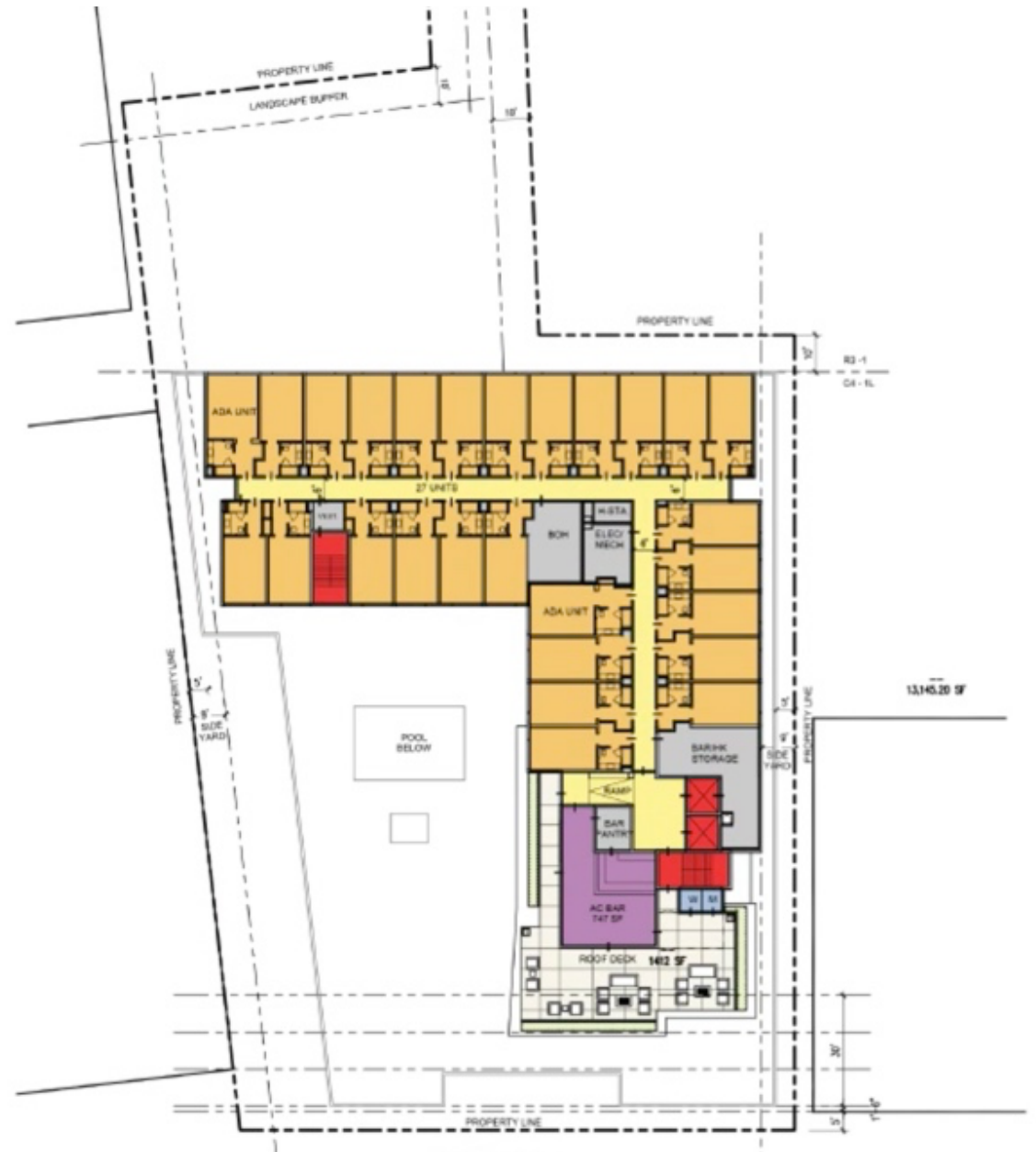
Sherman Oaks AC Hotel by Marriott

- Oriented toward Ventura Boulevard
- Podium Level
 - Guest rooms – interior corridor access
 - Pool and pool deck
 - Event lawn
 - Patio seating
 - Firepits
- Interior Amenities
 - Fitness Center
 - Dining
 - Lounge
 - Small meeting room



Sherman Oaks AC Hotel by Marriott

- Rooftop Level
 - Bar
 - Roof deck patio
 - Patio seating





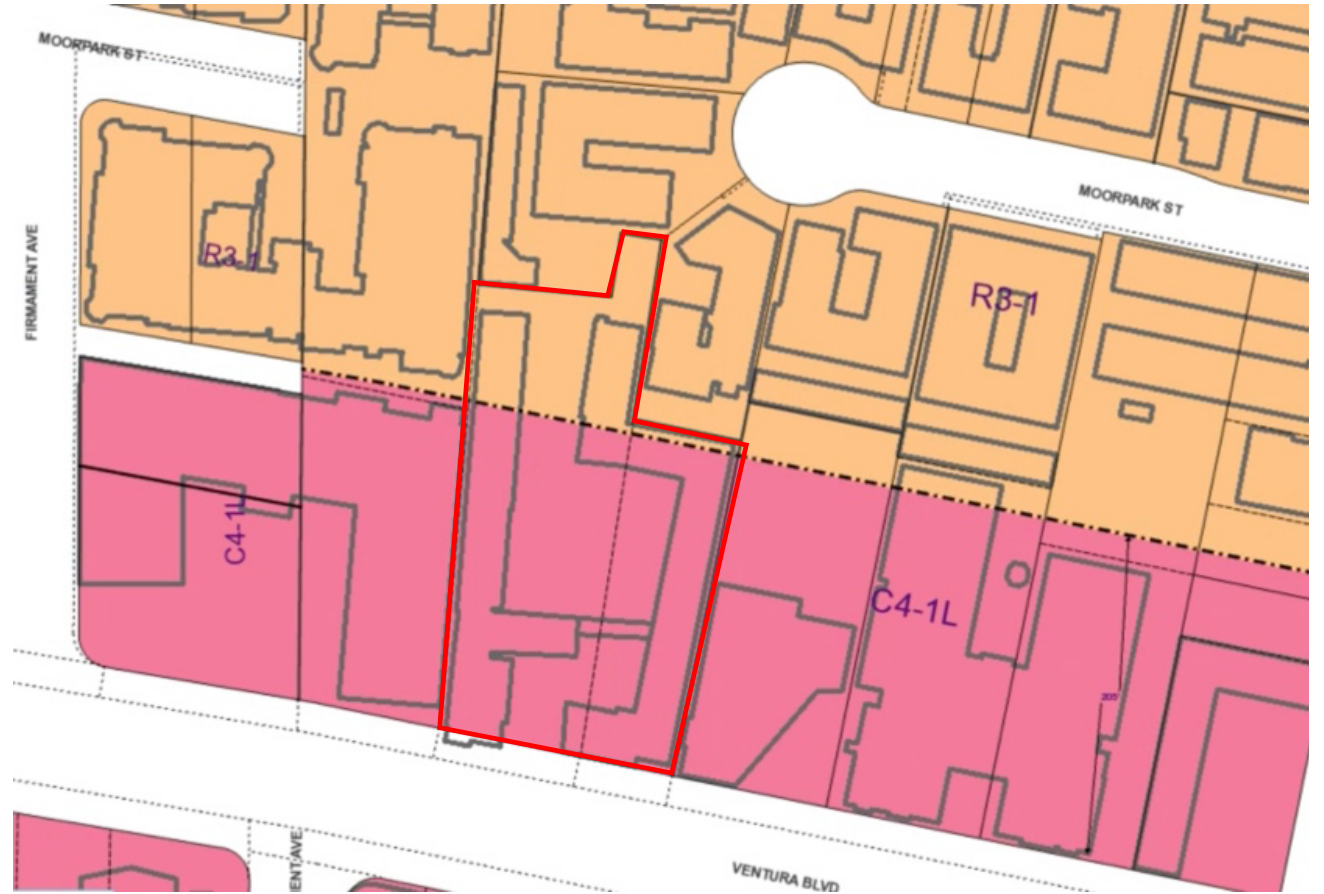
Permitted Height

- Zoning allows for Maximum of 75' in height
- Specific Plan provides for maximum height with provision of 10' incremental setbacks
- **67'8"** maximum height to roof
- 75' maximum height to elevator shaft



Site Constraints related to Dual Zoning

- Subject Property:
 - Two Zones (R3, C4)
 - Two Height Districts (HD1, HD 1L)
 - Two land use designations
 - Medium Residential
 - Regional Center Commercial
 - C4 Portion within Ventura Cahuenga Boulevard Corridor Specific Plan
- Parking on the R3 portion of the lot.
- Access from Ventura Boulevard to R3 portion.



Requested Entitlements

- **Specific Plan Exception** – FAR
- **Zone Variance** – Parking on R3 portion, Access to/from Ventura Blvd.
- **Project Permit Compliance** – For a project within the geographic boundaries of Specific Plan.
- **Site Plan Review** – The addition of 50+ net new guest rooms



AC HOTEL

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PARKING

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HOTEL

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