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VERMONT/WESTERN  
STATION NEIGHBORHOOD AREA PLAN  
PROJECT PERMIT DETERMINATION

March 4, 2008

Applicant

JK Architects  
1756 Barry Ave  
Los Angeles, CA 90025

CASE NO. DIR 2007-5111-SPP  
PROJECT PERMIT COMPLIANCE  
Sub Area C – Community Center  
CEQA: ENV 2007-5112-CE

Property Owner

Ben Pirian  
Vermont Real Estate Properties LLC  
1666 N Vermont Ave  
4101 Rosewood Avenue  
Los Angeles, CA 90027

Location: 1660-1666 N Vermont  
Plan Area: Hollywood  
Plan Land Use: Highway Oriented  
Commercial  
Council District: 4  
Zone: C2-1D  
District Map: 147B197  
Legal Description: Lot 14, Block None,  
Tract TR3774

Council District 13  
Building and Safety  
Los Angeles Unified School District  
Department of Transportation  
Greater Griffith Park Neighborhood Council

Pursuant to Los Angeles Municipal Code Section 11.5.7 and the Vermont/Western Transit Oriented District Specific Plan (Ordinance No. 173,749) and the State of California Density Bonus Program (SB1818), as the designee of the Director of Planning I hereby **approve and adopt**:

A **Specific Plan Project Permit Compliance Determination** to allow the construction of a 1,867 square foot retail space on a lot currently developed with a car wash and a take-out food stand.

Approval of this project does not waive compliance with any of the requirements as determined by the Department of Building and Safety or any other City agency. This Project Permit Compliance approval is subject to the following additional terms and conditions:



## TERMS AND CONDITIONS OF APPROVAL

Pursuant to Ordinance No. 173,749, approval of the subject development project is made with the following Terms and Conditions imposed, in order to ensure compliance with applicable requirements of the Vermont/Western Transit Oriented District Specific Plan, and the promotion of development compatible with existing and future development of neighboring properties.

### CONDITIONS OF APPROVAL

1. **Site Development.** The use and development of the subject property shall be in substantial conformance with the attached plans labeled as **Exhibit No. 1, Sheets A1 through A5** (and any subsequent sheets required herein), stamped, signed and dated by the Department of City Planning, Community Planning Bureau attached to the subject case file, except as the Director of Planning may subsequently approve modifications of the site plan.
2. **Floor Area.** New development on the subject property shall be limited to a 1,867-square-foot commercial structure as shown on the attached Exhibit No. 1.
3. **Height.** The overall height of the structure shall not exceed 27 feet.
4. **Parking.** The applicant shall provide a total of 18 parking spaces onsite. 3 of the required parking spaces shall be allocated for the proposed commercial structure, 1 of the spaces shall be allocated for the existing take-out food stand and 14 spaces shall be allocated for the existing car wash.
5. **Onsite Bicycle Parking.** Prior to the issuance of a building permit, the applicant shall submit a revised site plan that shows the inclusion of at least two bicycle parking spaces located onsite.
6. **Rooftop Appurtenances.** All rooftop equipment and buildings appurtenances shall be screened from any street, public right-of-way, or adjacent property.
7. **Trash & Recycling Enclosure.** Prior to the issuance of a building permit, the applicant shall submit a revised site plan showing that the trash and recycling area will be fully enclosed by a 6-foot solid masonry wall. The finish materials and design of the wall shall match with that of the required perimeter wall.
8. **Landscape Plan.** Prior to the issuance of a building permit, the applicant shall submit a landscape plan which indicates that the following improvements will be made onsite:
  - a. That a 3-foot landscape buffer will be installed along the entirety of Prospect Ave (excluding necessary ingress and egress points). The landscape buffer shall include densely planted shrubs, vines that when established will grow up the face of adjacent masonry walls and shade trees planted in 20-foot intervals;
  - b. That a 3½-foot masonry wall will be constructed along Prospect Ave. The wall shall be located behind the required landscape buffer, so that the buffer is located between the wall and the street. The wall shall be constructed of high quality

so that the buffer is located between the wall and the street. The wall shall be constructed of high quality materials and include pilasters or other such decorative elements repeated in 20-foot intervals;

- c. That a 6-foot masonry wall will be constructed along the public alley. The wall shall be located behind the required landscape buffer, so that the buffer is located between the wall and the street. The wall shall be constructed of high quality materials and include pilasters or other such decorative elements repeated in 20-foot intervals;
- d. That 4 shade trees will be introduced into the surface parking area located onsite;
- e. That the 2 outdoor sitting areas will be paved with brick, tile, stamped concrete or other similar decorative surfaces to the satisfaction of the Director Planning;

9. **Street Improvements.** Prior to the issuance of a Building Permit the applicant shall post a bond with the Department of Public Works for the following (to the satisfaction of the Department of Public Works):

- a. The removal of 2 ficus trees along Vermont Ave;
- b. The planting to a double row of fruitless olive trees along Vermont Avenue (in 2 rows of 5);
- c. The planting of 4 shade trees along Prospect Ave.;
- d. The planting of 3 shade trees along Hollywood Blvd.;
- e. The installation of 17 tree well covers for all new trees;
- f. The installation of 7 bike racks distributed along Hollywood Blvd. Vermont Ave. and Prospect Ave.;
- g. The installation of 3 trash receptacles distributed along Hollywood Blvd. Vermont Ave. and Prospect Ave.;
- h. The installation of 1 bench along Vermont Ave. and 1 bench along Hollywood Blvd.;
- i. The removal of the western curb cut along Prospect Ave.

All street trees and fixtures are to be maintained in good health and clean condition, free from graffiti, for the life of the project.

10. **Utilities.** All new utility lines which directly service the lot or lots shall be installed underground. If underground service is not currently available, then provisions shall be made by the applicant for future underground service.

11. **Prohibited Signage.** Cabinet/Canister/Can signs are prohibited. New pole signs are prohibited.

12. **Window Signage.** Only window signage that painted or otherwise permanently affixed to the lowest 12-inches of window plane may be permitted. Temporary window displays, posters, banners and vinyl films or other such items that block views into and out of the proposed use are prohibited.

13. **Non-conforming Signage.** Prior to the issuance of a building permit, the applicant shall submit revised plans and elevations showing the removal of the the pole sign located at the corner of Hollywood Blvd. and Vermont Ave. All signs indicated shall be removed prior to the commencement of construction activities for the proposed commercial structure.

14. **Security Devices.** If at any time during the life of the project the property owner wishes to install security devices such as window grilles and/or gates, such security devices shall be designed so as to be fully concealed from public view. The project owner shall be required to acquire approval from the Director of Planning, via a Building Permit clearance sign off, for the installation of any security devices on the exterior or the structure.
15. **On-site Lighting.** Prior to issuance of a Certificate of Occupancy the applicant shall install onsite lighting along all vehicular and pedestrian access ways. Installed lighting shall provide  $\frac{3}{4}$  foot candle of flood lighting intensity as measured from the ground. Lighting must also be shielded from projecting light higher than 15 feet above ground level and away from adjacent property windows. The maximum height of any installed lighting fixture shall not exceed 14 feet in height.
16. **Hours of Operation:** All parking lot cleaning activities, deliveries and other similar maintenance activities shall take place between the hours of 7:00 a.m. to 8:00 p.m., Monday through Friday and 10:00 a.m. to 4:00 p.m. on Saturday and Sunday.

#### **ADMINISTRATIVE CONDITIONS**

17. **Compliance.** The proposed project shall comply with all other code (L.A.M.C.) regulation of the zone classification of the subject property except such regulations herein required or superseded by the regulations set forth in the Vermont/Western Station Neighborhood Area Specific Plan.
18. **Approval Verification.** Copies of any approvals, covenants, bonds, letter of credit, or verification of consultants or review as required by the conditions of approval contained herein shall be provided to the Department of City Planning for attachment to the subject file.
19. **Covenant.** Prior to the issuance of any permits by the Department of Building and Safety for the subject project, a Covenant and Agreement concerning all information contained in these conditions shall be recorded in the County Recorder's Office. The Covenant shall run with the land and shall be binding on any subsequent owners, heirs, or assigns. Further, the Covenant and Agreement must be submitted to the Department of City Planning for approval before being recorded. After recordation, a copy bearing the Recorder's number and date must be given to the City Planning Department for attachment to the subject file case.
20. **Submittal to the Department of Building and Safety.** Prior to the Project-permit sign-off and the issuance of any building permit(s), a copy of the first page of this grant and all its conditions; and/or any subsequent appeal of this grant and its resultant conditions and/or letters of clarification; or any written approval resulting from a change to the plans hereby approved shall be included in the notes portion of the building plans submitted to the Department of Building and Safety.
21. **Revised Plans Approval.** Four (4) sets of revised plans, including the Vermont/Western Transit Oriented District Specific Plan cover sheet, any modifications and all corrections

noted on the plans originally submitted, shall be submitted to the Department of City Planning, Community Planning Bureau for verification of compliance with the Director of Planning's Condition's of Approval.

22. **Building Permit.** Within 10 days from the date the plans have been stamped as approved and signed by the Department of Building and Safety, the applicant shall return to the Department of City Planning, Community Planning Bureau one (1) set of plans to be attached to the subject Project Permit case file, labeled as Exhibit No. "2."

## FINDINGS

The Director of Planning adopts the following findings as set forth in the staff report:

1. **That the project, as conditionally approved, is consistent with the goals, policies, and objectives of the Hollywood Community Plan (adopted December 8, 1988), and conforms to the intent and purposes of the Vermont/Western Station Neighborhood Area Plan (adopted January 23, 2001).**

The site on which the project is located is zoned C2-1D and designated for Highway Oriented Commercial use in the Hollywood Community Plan. However, the site is located within Subarea C of the Specific Plan, which specifies that R4 residential uses and C4 commercial uses are allowed on all parcels within the subarea. Given the provisions of the Specific Plan, the existing car wash is considered a legally non conforming use and the construction of retail space on the same parcel would be allowed by-right.

The Vermont/Western Station Neighborhood Area Plan identified the subject property as "Community Center, Subarea C" to reflect the new terminology for land use designations created by the General Plan Framework Element (adopted December 11, 1996). The Community Center designation is used in the Framework and the Specific Plan to intensify commercial and mixed-use development along the major and secondary highways within the community neighborhoods. The proposed project is consistent with the prevailing density and character of surrounding structures and is an allowable use in designated Subarea C – Community Center, Section 7 of the Specific Plan Ordinance. The Community Center designation is used in the Specific Plan to reinforce the transit-oriented land uses and densities around the Vermont-Sunset Metro Red Line Subway Station.

2. **That the project, as conditionally approved, conforms to the provisions contained in Section 6 (Land Use Regulations) and Section 9 (Subarea C - Neighborhood Conservation) of the Ordinance, including Section VI of the Design Guidelines - Development Standards, of the Vermont/Western Station Neighborhood Area Plan.**

**9.A Land Use.** Section 9.A of the Vermont/Western Specific Plan states that R4 and C4 uses are allowed by-right within Subarea C of the Specific Plan area. The proposed 1,867 square foot retail space is contained within Subarea C of the Specific Plan area and therefore complies with this section 9.A of the Specific Plan.

**9.B Height & Floor Area.** Section 9.B of the Vermont/Western Specific Plan states that commercial development cannot exceed a height of 35 feet and a floor area ratio of 1.5:1. The subject site is 29,409 square feet, thus allowing a 44,114 square foot commercial structure. The existing car wash contains 7,680 square feet of floor area and the existing take-out food stand contains approximately 750 square feet of floor area. Therefore the proposed 1,867-square-foot retail structure would bring the total floor area on the site to 10,297 square feet, which is 0.35:1 FAR, considerably less than is allowed by the Specific Plan. The applicant has also proposed a maximum height of 26 feet 3 inches which is less than the 35-foot maximum height allowed by the Specific Plan.

- 9.C Transitional Height.** Section 9.C of the Vermont/Western Specific Plan states that portions of buildings on a lot located within Subarea C shall not exceed specified transitional height limits set forth when located within specified distances of a lot within Subarea A. The proposed structure is not adjacent to any lots located within Subarea A and is therefore not subject to the Transitional Height provision. The proposed development is therefore exempt from Section 9.C of the Specific Plan.
- 9.D Open Space.** Section 9.D of the Vermont/Western Specific Plan states that mixed-use and residential projects must provide specified amounts of public and private open space within the development. The project does not include residential dwelling units and is therefore exempt from Section 9.D of the Specific Plan.
- 9.E Project Parking Requirements.** Section 9.E of the Vermont/Western Specific Plan requires that all new non-residential uses (excluding hospitals) have a maximum of 2 parking spaces per 1,000 square feet of floor area. The new 1,867-square foot retail structure will therefore require 3.73 parking spaces. However, the Specific Plan allows for uses that are within 1,500 feet of a Metro Red Line station to reduce their required parking by 15%. The project site is approximately 1,000 feet from the Sunset/Vermont Red Line station and the required number of parking spaces may therefore be reduced to 3.17 or 3 parking spaces. The existing take-out food stand and car wash, which were constructed prior to the effective date of the Specific Plan necessitate 15.36. The project therefore necessitates a total of 18.36 parking spaces to be provided onsite, which rounds to 18. The applicant has proposed to provide 18 parking spaces thus complying with Section 9.E of the Specific Plan.
- Bicycles.** Section 9.E of the Vermont/Western Specific Plan also states any non-residential project must provide bicycle parking at a ratio of one space per 1,000 square feet. The project, which is 1,867 square feet would therefore require 2 bicycle parking spaces to be provided onsite. The applicant has been required in the Conditions of Approval to show on the site plan that 2 bicycle parking spaces will be provided thus complying with the bicycle parking standards set forth in Section 9.E of the Specific Plan.
- 9.F Conversion Requirements.** Section 9.F of the Vermont/Western Specific Plan sets forth requirements pertaining to conversion of existing structures from commercial uses to residential uses. The proposed project is a new commercial development and therefore is exempt from the standards set for the Section 9.F of the Specific Plan.
- 9.G Pedestrian Throughways.** Section 9.G of the Vermont/Western Specific Plan requires that applicants provide a pedestrian walkway, throughway or path for every 250 feet of street frontage for a project. The proposed structure does not occupy more than 250 feet of a single street frontage and is therefore exempt from Section 9.G of the Specific Plan.
- 9.H Yards.** Section 9.H of the Vermont/Western Specific Plan specifies that no front, side or back yard setbacks shall be required for the development of any project within Subarea C. The applicant has proposed to provide a marginal front yard

setback to accommodate a seating area and landscape amenities. The project complies with the standards set forth in Section 9.H of the Specific Plan.

**9.I Development Standards.** Section 9.I of the Vermont/Western Specific Plan requires that all projects be in substantial conformance with the following Design Guidelines and Development Standards:

### **Development Standards**

1. *Landscape Plan:* The Development Standards require that all open areas not used for buildings, driveways, parking, recreation facilities or pedestrian amenities shall be fully landscaped. The intent of this requirement is to provide an overall visually attractive area with special attention paid to the pedestrian experience both within the surrounding district and at the actual site. The applicant has proposed to include landscaping along Hollywood Blvd. Vermont Ave. and Prospect Ave. that would include lawn areas, shrubs and shade trees. The Conditions of Approval require that the applicant modify portions of the landscape plan to ensure that the surface parking area is adequately screened along Prospect Ave, (according to the requirements of the Specific Plan) and that the pedestrian amenity space and landscape areas along Vermont Ave. and Hollywood Blvd. are well integrated and facilitate pedestrian movement and define desired off-street spaces for outdoor dining and seating. Furthermore, the applicant has been required to install a landscape buffer along the easterly property line where the surface parking lot abuts a public alley. As Conditioned the project complies with the Landscape Plan Development Standard.
2. *Usable Open Space:* The project is a non-residential project and therefore is not required to provide usable open space. All open areas associated with the project are developed in accordance with the Landscape Plan requirements listed above.
3. *Streetscape Elements:* In keeping with the Streetscape Elements section of the Development Standards and the Vermont Avenue/Hollywood Boulevard Transit/Pedestrian Improvement Concept Guidelines, the following streetscape elements have been incorporated into the Conditions of Approval for the proposed project:
  - *Street Trees:* The Concept Guidelines require that existing Ficus trees be removed along the east side of Vermont Avenue and that a double-row of fruitless olive trees be planted. The Development Standards require that street trees be planted in 30 foot intervals of project street frontage along Vermont Ave. The project occupies 150 feet of street frontage along Vermont Ave and therefore necessitates the planting of 10 fruitless olive trees. The Development Standards also require that a single street tree be planted for every 30 feet of street frontage along Hollywood Blvd. and Prospect Ave. The project occupies 140 feet of frontage along Prospect Ave. and 70 feet of frontage along Hollywood Blvd and therefore necessitates the planting of 4 street trees along Prospect Ave. and 3 trees along Hollywood Blvd. Plans submitted by the applicant indicate that two trees already exist along Hollywood Blvd, therefore only one additional tree is required along this street

frontage. The applicant has been required to provide for the planting of trees subject to the requirements enumerated above.

- *Tree Well Covers:* The applicant has been required to cover all tree wells with a cast iron grate that complies with ADA requirements as well as the standards set forth by the Department of Public Works.
- *Bike Racks:* The proposed project is required to provide 1 bike rack for every 50-feet of street frontage. The project comprises 360 feet of street frontage and is therefore required to have a minimum of 7 bike racks (with a minimum capacity of 1 bicycle each) installed along the right-of-way.
- *Trash Receptacles:* The Development Standards require that projects with a street frontage that is greater than 100 feet provide trash receptacles. The proposed project occupies 360 feet of street frontage and is therefore required to provide at least 3 trash receptacles.
- *Public Benches:* The Development Standards require that projects with a street frontage that is greater than 250 feet provide public benches. The proposed project occupies 360 feet of street frontage and is therefore required to provide at least 1 public bench along Vermont Ave and 1 public bench along Prospect Ave.

4. *Pedestrian/Vehicular Circulation:* In keeping with the Pedestrian/Vehicular Circulation standards set forth in the Development Standards, the following design considerations have been incorporated into the project:

- *Parking Lot Location:* The Development Standards require that surface parking lots be placed at the rear of structures. The project includes a parking area with 18 parking spaces and a large circulation area related to the operation of the existing car wash. The parking area is out of view from the major streets and complies with the intent of the Development Standard.
- *Waiver:* The project provides a surface parking area at the rear of the project site and therefore this portion of the Pedestrian/Vehicular Circulation Development Standards does not apply.
- *Curb Cuts:* The project site currently provides two curb cuts along Prospect Ave. The Development Standard specifies that only a single curb cut may be provided for every 150 feet of street frontage. The intent of the Development Standard is to facilitate pedestrian movement within the District and to minimize potential impacts between automobiles and pedestrians. The project site is within an area of the district that is highly trafficked by pedestrians and where such potential for automobile/pedestrian impacts is of particular concern. The applicant has therefore been required in the Conditions of Approval to remove the westerly curb cut along Prospect Ave. thus complying with the Development Standard.
- *Pedestrian Entrance:* The proposed structure provides pedestrian entrance at the corner of Vermont Ave. and Hollywood Blvd, the entrance is directly accessible to pedestrians from the street.
- *Design of Entrances:* The primary entrance to the building is designed using glass entry doors with a decorative canopy and tenant signage. The entry is located at the corner of the development with prominent architectural features suggesting the location as the primary access point for the structure.

- Inner Block Pedestrian Walkway: The project, which occupies less than 250 feet along a single street frontage is exempt from the Inner Block Pedestrian Walkway requirement.
  - Speed Bumps: The applicant has not proposed to combine pedestrian walkways and driveways. Therefore this portion of the Pedestrian/Vehicular Circulation Development Standard does not apply.
5. Utilities: The applicant has been required in the Conditions of Approval to place all utilities associated with the project underground. If underground utility service is not available at this time then the applicant has been required to make future arrangements for underground service.
6. Building Design: In keeping with the Building Design standards set forth in the Development Standards, the following design considerations have been incorporated into the project:
- Stepbacks: The proposed development is within Subarea C and would therefore required to provide 15-foot upper-floor stepbacks along the street-fronting façade where the height of those facades exceeds 30 feet. However, the project is a single-story structure that is 26 feet in height and is therefore exempt from the stepback requirement.
  - Transparent Building Elements: The Development Standards require that 50-percent of the ground floor building façade as viewed from public streets (Hollywood Blvd. and Vermont Ave.) be comprised of transparent building materials (i.e. windows and doors). The applicant has proposed a design where the ground floor elevations consist of large glass storefronts and glass entry ways that are well in excess of 50% of the overall elevation surface area.
  - Façade Relief: The Development Standards require that exterior walls provide a break in plane for every 20 feet horizontally and every 30 feet vertically. The intent of the Façade Relief Development Standard is to ensure that new buildings do not appear monotonous and lacking a comprehensive design strategy. The proposed project provides articulation through the provision of multiple breaks in plane and the installation of canopies.
  - Building Materials: The Development Standards require that building facades within Subarea C be comprised of at least two complementary building materials. The applicant has proposed to utilize stucco and a travertine tile in addition to metal canopies
  - Surface Mechanical Equipment: The applicant has not proposed to utilize surface mechanical equipment with the proposed structure. The applicant has additionally been required to screen portions of the carwash site wherein service areas and surface mechanical equipment are currently visible.
  - Roof Lines: The Development Standards require that all rooflines in excess of 40 feet are broken up. The applicant has varied the roofline of the proposed structure through the use of articulation and plane changes.
7. *Rooftop Appurtenances*: The applicant has proposed to screen all rooftop equipment from public view via parapet walls. Any rooftop equipment will therefore not be visible from street level thus satisfying the Rooftop Appurtenances Development Standard.

8. *Trash and Recycling Areas:* The applicant has been required in the Conditions of Approval to construct an enclosed trash and recycling area that adequately screens the trash equipment from public views thus satisfying the Trash and Recycling Areas Development Standard.
9. *Pavement:* The applicant has been required in the Conditions of Approval to install decorative paving surfaces consisting of materials such as stamped or scored concrete, tile or brick within all outdoor sitting areas and pedestrian paths along the building frontage thus complying with the Pavement Development Standard.
10. *Freestanding Walls:* The applicant has not proposed to construct a freestanding wall with the project. However, the Development Standards related to surface parking lots indicate that a free standing wall and appropriate landscaping will need to be installed along the surface parking area perimeter and the Conditions of Approval therefore require that any such wall provide an architectural relief in 20-foot intervals thus complying with the Development Standard.
11. *Parking Structures-Required Commercial Frontage:* The project does not include a parking structure and the Development Standard therefore does not apply.
12. *Parking Structures-Façade Treatments:* The project does not include a parking structure and the Development Standard therefore does not apply.
13. *Parking Structures Across from Residential Uses:* The project does not include a parking structure and the Development Standard therefore does not apply.
14. *Surface Parking Lot and Surface Parking Lots abutting Residential Uses:* The project includes an 18-space surface parking area as well as a large open area used for the circulation of cars related to the operation of the existing car wash. The surface parking lot therefore requires the inclusion of the following landscape features:
  - One shade producing tree for every four parking spaces (4 trees total);
  - A three-foot wide landscape buffer surrounding the north, east and south sides of the parking area that incorporates shade trees planted in 20-foot intervals (approximately 26 trees total), shrubs, clinging vines that will grow up the surface of adjacent masonry walls, and an automated irrigation system;
  - A three-foot masonry wall located behind the landscape buffer (so that the landscape buffer is between the wall and the street) along the Hollywood Blvd and Prospect Ave street frontages
  - A six-foot masonry wall located behind the landscape buffer (so that the landscape buffer is between the wall and the alley) along the alley at the easterly perimeter of the site.
15. *On-site Lighting:* The Development Standards require that the project include onsite lighting along all vehicular and pedestrian access ways. The Development standards specify that the acceptable level of lighting intensity is  $\frac{3}{4}$  foot-candle of flood lighting measured from the ground, that all lighting

must be shielded from projecting light higher than 15 above ground, and directed away from adjacent properties windows, that the maximum height of mounted lighting fixtures be no greater than 14 feet, and that all project white be an appropriate white coloration. The applicant has been required in the Conditions of Approval to comply with these provisions, thus complying with the On-site Lighting Development Standard.

16. *Security Devices:* The Development Standards require that all security devices, such as grilles covering windows, be concealed from public view when recessed. The plans submitted by the applicant do not indicate that such security devices have been incorporated into the design. However, the Development Standard has been incorporated into the Conditions of Approval should security devices be integrated into the building at a later time.
17. *Hours of Operation:* The project has been required, in the Conditions of Approval, to limit parking lot cleaning and sweeping, and any deliveries or on-site garbage collection to be no earlier than 7:00 a.m. and no later than 8:00 p.m. Monday through Friday and no earlier than 10:00 a.m. and no later than 4:00 p.m. on Saturdays and Sundays. The project therefore complies with the Hours of Operation Development Standard.
18. *Noise Control:* The project is not a residential project and the Noise Control Development Standard therefore does not apply.
19. *Ground Floor Uses:* The Development Standards require that 100-percent of street level uses within Subarea C be commercial uses up to a depth of 25 feet. The project includes commercial uses along the entirety of the Hollywood Blvd and Vermont Ave street frontage.

### **Design Guidelines**

1. *Urban Form:* The proposed project is a commercial structure developed on a corner parcel fronting Hollywood Blvd and Vermont Ave. The structure has is a simple contemporary structure that provides large storefront windows, a well defined pedestrian entrance from the public street, a well articulated façade and an appropriate mix of building materials. The applicant has proposed a plan that provides a strong streetwall along Vermont Ave. and a tapered wall along the diagonal Hollywood Blvd. elevation which addresses the heavy pedestrian traffic up and down Vermont Ave. The design of the proposed project therefore satisfies the urban form provisions of the Design Guidelines, which endeavor to create a pedestrian friendly environment complemented by well designed structures. Subject to the Conditions of Approval the project satisfies the Urban Form Design Guideline,
2. *Building Form:* According to the Design Guidelines, buildings are encouraged to have a clearly defined ground plane, roof expression and middle or shaft that relates to the two. The ground plane of the project is defined by storefronts with a traditional bulkhead, which give way to tall storefronts capped by metal canopies and a well articulated parapet roof expression at the top. The project therefore satisfies the Building Form Design Guideline.

3. *Architectural Features:* The proposed structure is a commercial structure that incorporates contemporary architectural features in a design that fits well in a context that is defined by older traditional masonry commercial buildings and newer contemporary structure. The structure incorporates traditional structural bays with bulkheads and canopies and is a simple and understated design. Additionally the project integrates an outdoor seating area that will provide a fountain and landscape amenities along Hollywood Blvd as well as a newsstand along Vermont Ave. As designed, the project complies with the Architectural Features Design Guidelines.
4. *Building Color:* The design guidelines suggest that buildings should be painted three colors, a dominant, subordinate and grace-note color. The project has been designed using tan stucco and travertine veneer with unfinished metal canopies. The color scheme of the project substantially complies with the Building Color Design Guideline.
5. *Signs.* The design guidelines specify that appropriate signage types include wall signs, small projecting hanging signs, awnings or canopy signs; small directory signs and permanent window signs. The overall intent of the design guidelines is to ensure that signage appears attractive, uncluttered and presented at a pedestrian scale. Conditions of Approval have been applied to the project that would limit signage types associated with the project to the types of signs specified above.
6. *Window Signs:* The design guidelines endeavor to allow window signs that do not hinder open views from the street into shops and restaurants. Temporary displays, posters and banners, which tend to appear cluttered and tend to block views to and from the street, are therefore prohibited. Conditions of Approval have been applied to the project that would limit window signage to the lower 12-inches of window space for all street-facing windows, require that window signs be permanently affixed, and would prohibit temporary posters, film or vinyl appliquéés, and other similar signs.
7. *Pole Signs, Off-site Signs, Roof Signs:* The design guidelines specify that pole signs, off-site signs and roof signs are not permitted. The subject site currently has a single free-standing billboard off-site sign that has not been proposed for removal. Rather, the applicant has proposed to construct the proposed commercial building around the existing billboard. The Conditions of Approval stipulate that the existing off-site sign may in no way be relocated or temporarily removed and reconstructed as part of the project and that at any such time that the off-site sign is removed that its legal non-conforming status shall be considered lost and the sign may not be reconstructed or re-installed. The subject site also has two pole signs, one located at the corner of Vermont Ave and Prospect Ave and the other located at the corner of Vermont Ave and Hollywood Blvd. Pole signs are generally intended to attract the attention of motorists and are inconsistent with the overall purpose of the design guidelines which is to enhance the pedestrian experience along the streets of the district. Furthermore, the pole sign located at the corner of Vermont Ave. and Hollywood Blvd would be located directly in front of the proposed structure and would

appear out of place with the proposed structure. Therefore the applicant has been required to submit revised plans showing that both signs will be removed from the site. Lastly, the existing fast food stand located on the northwest corner of the site contains a non-conforming roof sign. The existing roof sign contributes to visual clutter on the site and is inconsistent with the purposes of the design guidelines. The applicant has been required in the Conditions of Approval to indicate on the site plan that the existing roof sign will be removed.

8. *Awning Signs*: The applicant has not proposed to utilize awnings and has instead proposed to use steel structural canopies. The design guideline therefore does not apply.
  9. *Painted Lettering*: The applicant has not proposed to use painted lettering as part of the new construction. The design guideline therefore does not apply.
  10. *Directory Signs or Kiosks*: The applicant has not proposed to construct a directory sign or kiosk. However, the design guidelines encourage the location of directory signs and/or kiosks throughout the district. The project site is located at an intersection that encounters a high level of pedestrian traffic. Further more the Vermont Avenue/Hollywood Boulevard Transit/Pedestrian Improvement Program Concept Guidelines (May 1998) identifies the intersection as a "Focal Intersection" wherein there would be optimum opportunity for public amenities such as kiosks. Therefore the possible location of a kiosk onsite or within the public right-of-way is encouraged..
  11. *Portable Signs*: Conditions of Approval have been applied to the project that would allow the use of portable signs, such as sandwich boards (but not including temporary banners, streamers or other similar devices) provided that the portable signs are less than 30-inches in width, 10-square feet in area and are stored indoors during hours of non-operation.
  12. *Figurative Signs*: The design guidelines encourage the use of figurative and iconic signs and the applicant at the time of tenant occupancy would therefore be permitted to develop such signage.
  13. *Cabinet Signs*: The design guidelines prohibit the use of cabinet/canister/can signs. Conditions of Approval prohibiting such signage have been applied to the project.
  14. *Custom-made Neon Signs*: The design guidelines encourage the use of custom-made neon signs and the applicant at the time of tenant occupancy would therefore be permitted to develop such signage.
3. **The proposed project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Article VII, Section 1, Class 3, Category 22 of the City CEQA Guidelines. Notice of Exemption No. ENV-2007-5112-CE was issued on October 29, 2007.**

## **STAFF REPORT**

### **REQUEST**

Pursuant to the Vermont/Western Station Neighborhood Area Plan (Ordinance No. 173,749) and the State of California Density Bonus Program, the applicant has requested a Project Permit Compliance Review and a Density Bonus.

### **BACKGROUND**

The Vermont/Western Station Neighborhood Area Plan was adopted January 23, 2001, effective March 1, 2001. The purpose for the Plan is to maximize local economic development potential, promote a walkable, transit-friendly, urban community, with existing residential neighborhoods preserved and future population and commercial growth channeled into mixed use buildings along transit corridors. The Plan seeks to promote unique activity centers at each of the four subway stations.

### **PROJECT DESCRIPTION**

The applicant has proposed to construct an 1,867-square-foot commercial structure located at the southwest corner of a 29,409-square foot site. The project is a single story structure that would incorporate outdoor seating areas and a newsstand. The project also includes 3 parking spaces that would be provided in a surface parking lot located onsite providing an overall total of 18.

### **PROJECT BACKGROUND**

The project is proposed for construction on a parcel that is currently developed with an automated car wash and a fast-food take-out stand. The site currently provides 18 parking spaces, 14 of these are required for the car wash, one is required for the take-out stand and three are required for the new structure. The carwash itself, two existing pole signs, one existing roof sign and one existing billboard located on the site are all considered to be non-conforming uses. Where possible the applicant has been required to mitigate visual impacts associated with the non-conforming uses or to remove them outright. The applicant has been required to install various landscape and screening improvements to the site that would mitigate many of the visual impacts associated with the operation of the carwash. Furthermore the applicant has been required to remove the two existing pole signs and the single roof sign to bring the site into compliance with the Specific Plan design guidelines. Lastly, the applicant has been required to make various streetscape improvements that would enhance the overall pedestrian experience in and around the site.

### **SUMMARY OF PROJECT ANALYSIS**

The proposed project complies with all provisions of the Vermont/Western Station Neighborhood Area Plan and the Draft Density Bonus Ordinance.

### **CONCLUSION**

The proposed project is consistent with the goals, policies and objectives of the Hollywood Community Plan, adopted December 13, 1988. It is also determined that the proposed project, as approved herewith, is in conformity to the intent and purposes of the Vermont/Western Station Neighborhood Specific Plan, and with the provisions as set forth in the regulations of said Ordinance and in substantial conformance to the Design Guidelines.

**IMPORTANT NOTICE**

The regulations set forth in the Vermont/Western Station Neighborhood Area Plan are in addition to those set forth in the Los Angeles Municipal Code (LAMC), as amended, and do not convey any rights or privileges not otherwise granted under the provisions and procedures contained therein, except as specifically provided herein.

Wherever the Specific Plan contains provisions which require or permit greater or lesser setbacks, street dedications, open space, densities, heights, uses, parking, or other controls on development than would be allowed or required pursuant to the provisions contained in LAMC Chapter 1, the Specific Plan will prevail and supersede the applicable provisions of the Code (per Section 3 of Ordinance 173,749, effective March 1, 2001).

**APPEAL PERIOD - EFFECTIVE DATE**

The Planning Director's Determination in this matter will become effective 15 days after the mailing date unless an appeal therefrom is filed to the Central Area Planning Commission. It is strongly advised that the appeal be filed early during the appeal period and in person so that imperfections / incompleteness may be corrected before the appeal period expires.

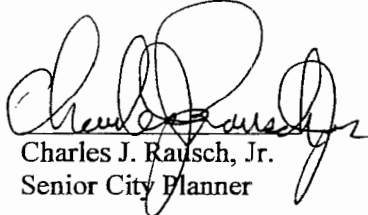
An applicant or any other person aggrieved by this determination may appeal to the Central Area Planning Commission. The appeals will be in writing and set forth the specific reasons why the determination should not be upheld. Appeals will be filed at the Planning Public Counter of the Department of City Planning at 201 North Figueroa Street, 3<sup>rd</sup> floor, counter "N," Telephone Number (213) 977-6083, and accompanied by the applicable fees.

All subsequent contact with this office regarding this determination including clarification, verification of condition compliance and plans or building permit applications, etc., shall be accomplished **by appointment only**, in order to assure that you receive service with a minimum amount of waiting. The applicant is further advised to notify any consultant representing you of this requirement as well.

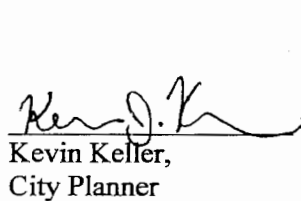
THE LAST DATE FOR FILING AN APPEAL IS **MARCH 19, 2006**

S. GAIL GOLDBERG, AICP  
Director of Planning

APPROVED BY:

  
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