



## Planning, Land Use and Mobility Committee



*Ventura and East facades—4<sup>th</sup> rendition*

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### Case Brief/Motion: Ventura Mixed-Use—Low Income Project

**DIR 2017-3034-DB-SPP**

**ENV-2017-2035-EAC**

**19975 Ventura Blvd.**

**Woodland Hills, CA 91364**

PLUM Hearings: November 2, 2017  
December 7, 2017  
January 4, 2018  
February 15, 2018

Site Location: 19975 Ventura Blvd.  
(Ventura Blvd./Cahuenga Blvd. Corridor Specific Plan)

Project: Application for demolition of four one-story commercial buildings and construction of a new 4-story, 36-unit mixed-use building with ground floor restaurant and retail, and 32 Market Rate and 4 Very Low Income residential. Using State Incentive Density Bonus for low income housing to qualify for height increase, FAR increase and lot coverage increase.

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City Planning: Tim Fargo ([tim.fargo@lacity.org](mailto:tim.fargo@lacity.org)) 818-374-9911  
Ad-hoc: Marty Lipkin

### **Project Brief:**

Applicant proposes to demolish structures on four continuous parcels along Ventura Blvd. and erect a 4 story (1 subterranean garage floor, street level retail/commercial and parking, and two residential floors) building with 36 residential units—4 restricted for very low income tenants. Project is on a 25,650 SF lot adjacent to 101 Freeway, and would provide 1,365 SF restaurant space and 6,835 SF space for retail/commercial. There are 10 studio apartments, 16 one-bedroom units and 10 two-bedroom units. There are 46 residential parking spaces. Commercial, restaurant and guest parking will have 42 spaces available—total 88 parking spaces.

By including Very Low Income units, the building qualifies for California’s Density Bonus Law (California Government Code: Sections 65915 – 65918) encouraging development of affordable and senior housing, including up to a 35% increase in project densities. Other incentives include reduced parking requirements and other concessions such as reduced setback and minimum square footage requirements. The Density Bonus is a State mandate. Developers who meet the requirements of the state law are entitled to receive the density bonus and other benefits, and projects are not limited by existing zoning codes or Community or Specific Plans. The Applicant is using 3 incentives: height (SP max of 30’:increase to 40’6”), FAR (34,627 SF over SP limit of 28,215 SF--35% increase to 1.35:1 over Specific Plan limit of 1:1), and Lot Coverage (increase by 20%).



*Ventura frontage showing residential terrace and commercial spaces including restaurant.*



*North (rear) facade facing 101 Freeway.*

### **Committee Evaluation Summaries:**

The Applicant has presented four (4) revised sets of renderings for the building based on PLUM Committee comments and requests.

- **Nov. 2, 2017:** Committee felt project architecture too horizontal and not enough emphasis on vertical elements. Requested perforated mesh for balconies to hide elements behind it. Asked for new treatment of terrace and more pedestrian-oriented front facade. Change to lighter colors.



*Original front (South—Ventura Blvd.) facade rendering: Submitted Nov. 2, 2017*



- **Dec. 7, 2017:** Second set of renderings submitted with major architectural changes. Committee felt new treatment was too blocky and asked for changes to terrace area. Asked for additional changes to balconies and Ventura –awning.¶



*Second front facade rendering: Submitted Dec. 7, 2017*

- **Jan. 4, 2018:** Third design presentation of new architectural direction. Committee rejected architectural styling as too massive. Requested different balcony treatment. Asked for additional changes to terrace. Asked for renderings of sides and rear facades. Suggested something closer to second architectural iteration.



*Third presentation of front facade rendering: Submitted Jan. 4, 2018*

- **Feb.15, 2018:** New set of renderings (*shown in this report*) for the fourth iteration of the project design has not been evaluated by the PLUM Committee yet.

## **Architectural Materials**

A materials board with samples, colors and possibly photographs to be presented at the 2/15/18 PLUM Committee meeting. Previous concerns were with colorations, balcony materials and exterior textural materials.

## **Landscaping and Exterior Lighting**

The developer must abide by all landscaping requirements as specified in the Ventura Blvd. Specific Plan including specified trees in sidewalk wells and required front planters along sidewalk. Additionally, the developer will plant trees along the rear property line to create a “green screen” to visually hide the 101 Freeway from tenants.

## **Signage**

Signage must conform to the Ventura Blvd. Specific Plan specifications. The developer has not submitted a final signage proposal which will need to be reviewed by the WHWCNC prior to completion of the project. Applicant has also agreed to prohibit any banners attached to any side(s) of the structure, regardless of purpose.

## **Analysis and Assessment**

This project introduces something new into the area—contemporary urban residential living on the Valley’s main community thoroughfare. During the Applicant’s initial presentation to the PLUM Committee (Nov, 2, 2017), the project was generally well received. However, the Committee requested a number of significant architectural changes be made to the structure to help increase the building’s street presence, it’s articulation along Ventura Blvd. and for refinements to the north, and west facades—including the terrace area. The applicant’s architect has submitted four different approaches in an effort to satisfy the Committee’s requests. The most recent submittal is an attempt to integrate the elements that work architecturally and financially. The results leave the structure with a more inviting presence than the initial renderings showed and make a significant improvement to the rear of the structure which will be visible from the 101 Freeway.

## **Submission of PLUM Motion with conditions**

### **Case No. DIR 2017-3034-DB-SPP**

**Ventura Mixed-Use—Low Income Project**  
**19975 Ventura Blvd., Woodland Hills, CA 91364**

Regarding City Planning Case DIR-2017-3034-DB-SPP for the application filed by Foothill Villa for demolition of four one-story commercial buildings and construction of a 4-story, 36-unit mixed-use building with 4 Very Low Income residential (State Incentive Density bonuses for height increase, FAR increase and lot coverage increase) the Planning, Land Use and Mobility (-PLUMII) Committee hereby finds that:

WHEREAS, the Applicant has submitted plans and architectural renderings for a 4-story, mixed use building that includes Very Low Income housing and qualifies for three State mandated density bonuses (FAR, Height and lot coverage); and

WHEREAS the PLUM Committee opines that the project generally meets the zoning and design requirements of the current Ventura Blvd. / Cahuenga Blvd. Corridor Specific Plan; and

WHEREAS, the applicant has reconfigured his building design to add additional articulation to the south facade facing Ventura Blvd. and modified balcony elements so that items stored on the balconies cannot be seen from the street or from the freeway; and

WHEREAS the applicant has worked with the PLUM Committee to modify and enhance the front of the building to increase the –street interest of the structure; and

WHEREAS the applicant has incorporated numerous refinements to the architectural style and building materials; and

WHEREAS the applicant has redesigned the north (rear) elevation and west elevation so that they have greater visual interest when viewed from the 101 Freeway; and

WHEREAS the developer has agreed to return to the PLUM Committee and the Neighborhood Council with detailed landscaping and lighting plans as well as a proposed signage plan before the project is completed; and

WHEREAS, Applicant has agreed to accept Conditions specified by the WHWCNC Board;

THEREFORE, IT IS HEREBY RESOLVED that the Planning, Land Use and Mobility Committee, for the findings and conditions stated herein, recommends that the Board of the Woodland Hills – Warner Center Neighborhood Council support a determination to approve the project at 19975 Ventura Boulevard, in Woodland Hills with the following conditions:

### **Conditions**

- 1.) All plans presented on February 20, 2018 at the Board Meeting of Woodland Hills -Warner Center Neighborhood Council (WHWCNC) shall be dated as such and re-submitted to Planning as an (updated) project application submittal.
- 2.) The applicant will not submit any significant, further updated plans without presenting them to the WHWCNC for support.
- 3.) Additionally, all conditions herein shall be printed on one of the Project Summary pages as a commitment to and acceptance of these conditions.
- 4.) Based on the Specific Plan requirements, the Applicant will submit his proposed landscaping plans, lighting plans and signage plans to the Neighborhood Council and to Planning when specifics have been determined at a time before construction begins on the project.
- 5.) No banners, hanging signs, pennants or temporary signs that do not conform to the Specific

Plan requirements shall appear on any exterior facade of the building.

The PLUM Committee recommends that the City of Los Angeles Planning Department and Council District 3 Councilman Bob Blumenfield be notified by the Woodland Hills – Warner Center Neighborhood Council Board of its findings and subsequent recommendations to approve this application as presented February 20, 2018.

Motion: Marty Lipkin    Seconded: Lauren Coffman  
PLUM Vote: Aye 8        Nay 0                    Abstain 0