



Planning, Land Use and Mobility Committee



Perspective of "Desitination Porsche" G-5 design main showroom entry at night

Case Report-Draft: **Woodland Hills Porsche Dealership**
CPC-2019-5592
20539-20625 Ventura Blvd.
Woodland Hills, CA 91364

EXPEDITED PLANNING PROCESSING

PLUM Meetings: September 19, 2019
October 3, 2019
October 10, 2019 (*Special Meeting*)

Site Location: 20539-20625 Ventura Blvd. (Chalk Hill) (Ventura/Cahuenga Boulevards Corridor
Specific Plan)

Applicant: Keyes Automotive Group (ssiegel@keyescars.com)
Representatives: Brad Rosenheim, Rosenheim & Associates (brad@raa-inc.com)
Heather Waldstein, Rosenheim & Associates (heather@raa-inc.com)

Planning: Courtney Shum
PLUM Case Leader: Martin Lipkin

Application Summary:

The Applicant is proposing to demolish an existing 49,920 SF empty car dealership building on Chalk Hill and to construct a new 80,900 SF, 2 story + roof deck dealership and customer car service center with auto display areas and parking. The project will be one of the first G-5 design “Destination Porsche” dealerships in the nation and will have a 52’ maximum height. The Applicant is requesting a zone change under LAMC Section 12.32F from the current (Q) C2-1L zoning to the C2-1L zone, eliminating the existing Q conditions, which were specific to the existing Nissan dealership. Applicant is also asking for Specific Plan Exceptions to permit an increase in side yard to approx. 180.5 feet instead of 38 feet (LAMC 11.5.7) and for a height of 52’ (top of solar panels) from the Specific Plan’s 30’. The Applicant also seeks a Project Permit Compliance for building in the Specific Plan, and a Project Permit Adjustment to allow for an increase in height of the building sign by no more than two (2) feet.

Project Overview:

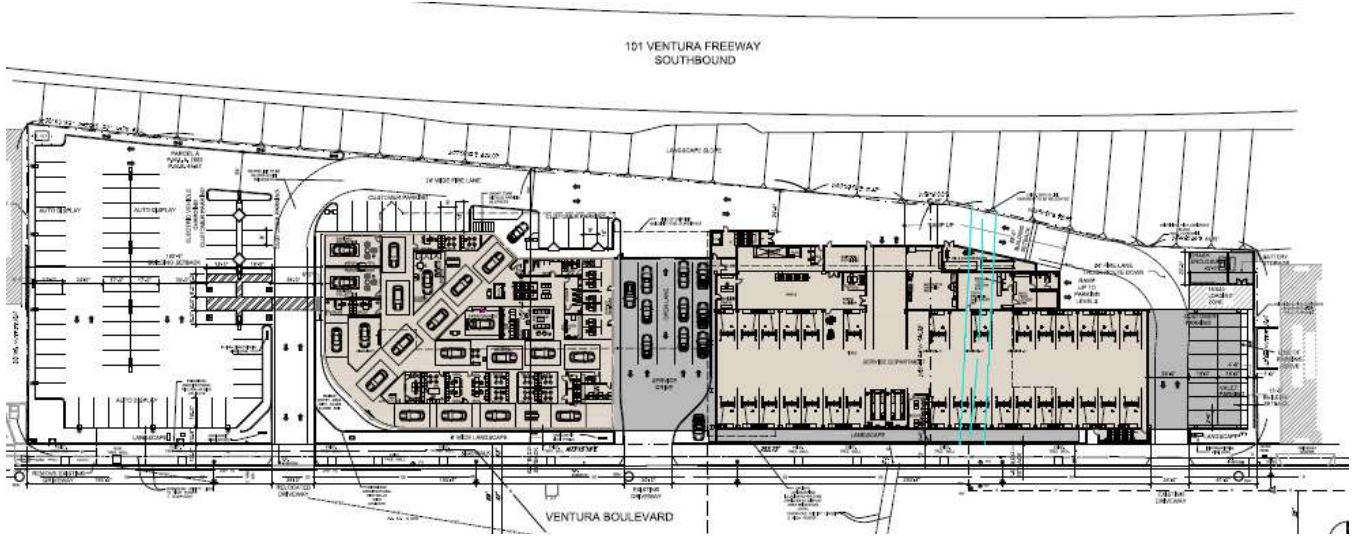
Replacing another former Keyes dealership on this site, the proposed project will be the only the 3rd Gen-5 design “Destination Porsche” dealership in the world (Germany and Palm Springs are the other two locations.)

The 2.78 acre site will have the Porsche showroom, “experience” and offices in the futuristic metallic clad western portion of the building, and the service areas, car displays and additional parking will be in an architecturally differentiated eastern section of the structure. The roof of the eastern section will be used for parking, but will have parapets to limit views from both the 101 Freeway and Ventura Blvd. The Applicant is proposing to use the western most section of the lot for both customer parking and for vehicle inventory display. That area will face Ventura Boulevard, and have risers/platforms to highlight vehicles, and will be landscaped to enhance both the pedestrian and motorist experience.



Ventura Blvd. perspective shows the metallic-clad showroom/“experience” area of the project to the far left, and the service/parking portion of the project in the dark grey eastern section in the foreground. A car “ledge” on the second floor highlights several models.

Facing the 101 Freeway, motorists will see a special “glimpse” window with a view into the futuristically designed two-story showroom. A “tower” structure with stair-stepped windows on the service section rises for a stairway that leads to the roof parking. Parapets block the cars parked on the roof from view by Freeway and Ventura motorists.



The structure will be divided into two distinct sections separated by the entry into the service area. To the far left is the surface parking for customers and for pedestals/risers fronting Ventura Blvd. which will feature highlighted vehicles.

The new dealership will provide 162 parking spaces and 16 bicycle parking spaces. Landscaping will conform to the Ventura/Cahuenga Boulevards Corridor Specific Plan requirements. The project has been filed on an “Expedited” basis with Planning and the Applicant is working with the CD-3 Office to assure that the community’s needs and protections will be upheld.

Project Attributes:

As previously noted, this will be a landmark project for both the Woodland Hills community and for Porsche. The design for this new G-5 facility was created and refined by the engineers and designers of the parent company in Germany, and they have placed strict design guidelines on the architecture, layout and materials.

The main showroom/experience portion of the structure has a design created to accentuate the styling and engineering behind the Porsche brand. The front (west) façade will feature a skin made of composite, silver-colored panels that will have a finish that is not completely matte, but which will not be reflective when the sun hits off the sides of the building. A portion of those panels will be slightly bowed to create “fins” that rise to reveal glass windows behind the skin. Red lighting will enhance those openings and lines of red lights within the reveals will extend on both sides of the building at night, further enhancing the sleekness and styling of the structure.

One large uniquely shaped “glimpse” window and a 2-story section of glass wall will allow Freeway drivers to see the two distinctively designed floors and “vehicle environments” inside. The Ventura Blvd. side of this section will not have a window but will have a large Porsche sign in block letters. The bottom floor of the showroom building will be glass along Ventura, and a dark grey corrugated metal along the freeway side.



The “glimpse” window (upper right of illustration) and section of clear glass will overlook the 101 Freeway. The service area will be open to allow air flow into parking and maintenance areas.

The north façade of the project will feature the “glimpse” window and clear glass wall section overlooking the Ventura Freeway, while the service and parking section of the structure will be clad in dark grey corrugated metal panels on both sides and the end of the building. The two “tower” sections of this section will have the massing visually broken by a series of staggered and different shaped windows that will be lit at night by the stairwell lighting.

The south façade along Ventura Blvd. will feature a car display “balcony: where several Porsche models will be highlighted on a second story “ledge” overlooking the sidewalk and the street.

The front customer parking and car inventory display at the western end of the property has been reworked to meet the PLUM Committee’s request to create a more visually interesting “street wall” along Ventura Blvd. Initially, the plan had a straight line of cars facing directly at the street. Now, with the addition of pedestals and risers along Ventura Blvd., cars can be more dynamically highlighted and the “street wall” will be more visually interesting to both motorists and pedestrians.

Initial PLUM Presentation—September 19, 2019:

The Applicant made the initial presentation of the project and explained that because the design was so new and proprietary that any significant changes would have to be approved in Germany, delaying

communications and timely discussions. The Planning Department has given all City Departments an early November deadline for submitting all reports and requested changes.

It was explained that the concept of the 5-G design was to make the dealership a social center for Porsche owners as well as a sales and repair center. The metallic skin was to retain an automotive technology presence, but the panels will be made of a non-reflective metallic coating to prevent reflecting the sun into drivers' eyes along the 101 Freeway and Ventura Blvd. Light poles in parking lot would be slimmer with more directional LEDs.

It was pointed out that the Specific Plan Exception to increase the side yard allowance to 180.5 feet instead of the Specific Plan's 38 feet would leave a large area along Ventura without a "street wall." The Applicant stated they would try to find a solution. Also, it was asked if the low walls around roof and 2nd floor parking could be slightly raised to conceal cars from Freeway and Ventura Blvd.



Skylights, bridges and distinctive car environments add to the new "Destination Porsche" owners' experience that was created for the new G-5 dealership design.

Revised Architectural Plans presented at October 3rd PLUM:

Applicant returned for second presentation and showed several revised renderings. Changes made include:

- Extended thin red light detailing on showroom section
- Added articulation to tower on Freeway side of building
- Staggered tower windows and made several sizes
- Cars on "ledge" to have more "theatrical" lighting

- Added texture to dark grey panels on service section of building
- Provided up-lighting in flower beds

PLUM discussion with Applicant resulted in additional changes/additions:

- Creating a pedestal/riser display “wall” for several cars along Ventura Blvd. lot. Dark grey paneling. Effect would create a “street wall.” Cars could be “displayed” like art and not just parked head-in in a row.
- Possibly fading or eliminating portions of red light “lines” to make building more dynamic.
- Increase angle of berm in front of lot parking.

PLUM agreed to design changes and will hold a special meeting on 10/10/19 before WHIP Committee meeting.

Proposed Materials and Architectural Styling:

The styling of the structure is unique for a car dealership, and the aerodynamic design of the showroom end of the facility represents a major step forward in architecture for the entire West Valley.

Materials for the exterior cladding of the building include:

- * Non-reflective silver composite metallic panels
- * Dark Grey corrugated metal panels
- * Clear exterior glass

Project landscaping:

The landscaping plan calls for 26 existing trees to remain—including all existing street trees: Crape Myrtle, Tulip Trees, Paperbark trees and Pink Melaleuca trees. The developer will add 36 additional low/moderate water use trees: Brisbane Box, Paperbark, Sweet Bay and Crape Myrtle.

Trees and shrubbery will add green relief in front of the service area along Ventura Blvd. and the parking lot area at the far west end of the site. Drought tolerant ground cover and low shrubs/plants will fill in most non-asphalt areas. All plants comply with the Specific Plan requirements.

Because of the need for a vehicle lane behind the structure, and the proximity of the CalTrans fence marking the 101 Freeway hillsides, landscaping opportunities are minimal on the north side of the property.

PLUM Motion with conditions

Case No. CPC-2019-5592-ZC-SPP-SPPA-SPE

As pertains to Case CPC-2019-5592-ZC-SPP-SPPA-SPE having held three public meetings for the application filed by Keyes Automotive Group to construct a new 80,900 SF, 2 story + roof deck dealership and customer car service center with auto display areas and parking at 20539-20625 Ventura

Blvd. in the Ventura / Cahuenga Blvds. Corridor Specific Plan, the Planning, Land Use and Mobility Committee hereby finds that:

WHEREAS, the Applicant has submitted a unique and architecturally significant design for a car dealership to replace an older auto dealership at the same site; and,

WHEREAS, the design for the dealership meets the bulk of the construction/design requirements of the Ventura / Cahuenga Blvds. Corridor Specific Plan; and

WHEREAS, the Applicant's request for a zone change (under LAMC Section 12.32F) from the current (Q) C2-1L zoning to the C2-1L zone in order to eliminate the existing Q conditions specific to previous structure will not cause any hardships to the community or to surrounding properties or businesses; and

WHEREAS, the Applicant's request for a Specific Plan Exception to permit an increase height of not more than 52' (top of future solar panels) from the Specific Plan's 30' height restriction will not impact any other property owners' sight lines; and

WHEREAS, the request for a Specific Plan Exception to permit an increase in side yard to approx. 180.5 feet instead of the Specific Plan's 38 feet (LAMC 11.5.7) because it serves as customer parking and an automotive display area, and does not negatively impact the adjoining property; and

WHEREAS, the Applicant has addressed and resolved several key issues raised by the PLUM Committee of the WHWCNC; and

WHEREAS, the Applicant has agreed to add a line of articulated risers/pedestals to help create a partial "street wall" effect of display cars in the parking lot fronting Ventura Blvd.;

THEREFORE, IT IS HEREBY RESOLVED that the Planning, Land Use and Mobility Committee, for the findings and conditions stated herein, finds that the submitted application and plans for the proposed G-5 Porsche car dealership at 20539-20625 Ventura Blvd., Woodland Hills, 91364, receive the support of the Board of the Woodland Hills-Warner Center Neighborhood Council to APPROVE the requested actions contingent upon the following conditions:

Conditions:

1. All plans presented on October 16, 2019 at the Board Meeting of the 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 first presenting them to the WHWCNC for support.
3. Any further modifications to the site plan and elevation(s)/architecture will be presented first to the WHWCNC for support before submitting them to City Planning.
4. If allowed by the existing Specific Plan, the Applicant will place a project sign on the project at the beginning of construction of sufficient size that is clearly visible to the street showing a rendering of the proposed/approved project building, plus specifics as to the size, ownership and contact information. The sign shall be removed upon receipt of the Certificate of Occupancy.

5. All conditions herein shall be printed on one of the Project Summary pages as a commitment to and acceptance of these conditions
6. No temporary banners on the exterior of the building or any temporary signage along Ventura Blvd. or the 101 Freeway shall be displayed except for the single construction sign (if allowed).
7. A partial “street wall” of risers/pedestals shall be constructed on the southern border of the parking lot abutting Ventura Blvd. so that cars can be creatively displayed and not simply parked in a line facing Ventura Blvd.
8. Barrier walls for 2nd story and roof parking shall be tall enough to shield view of the majority of the cars parked behind them.
9. Enhanced landscaping and detailing to be added on berm in front of Ventura Blvd. parking lot and in front of walls of the building.
10. All car deliveries to be off-loaded on lot and not in median of Ventura Blvd.
11. Applicant will work with DOT in an effort to have landscaped center medians on Ventura Blvd. in front of dealership with turn lanes and access cuts to the three driveways of the dealership.

The PLUM Committee recommends that the City of Los Angeles Planning Department and Council District 3 Councilmember Bob Blumenfield be notified by the Woodland Hills – Warner Center Neighborhood Council Board of its findings to support this application and its subsequent conditions.

Motion: Marty Lipkin
 Second: August Steurer

Vote:	Aye:	Nay:	Abstain:	Recused:
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