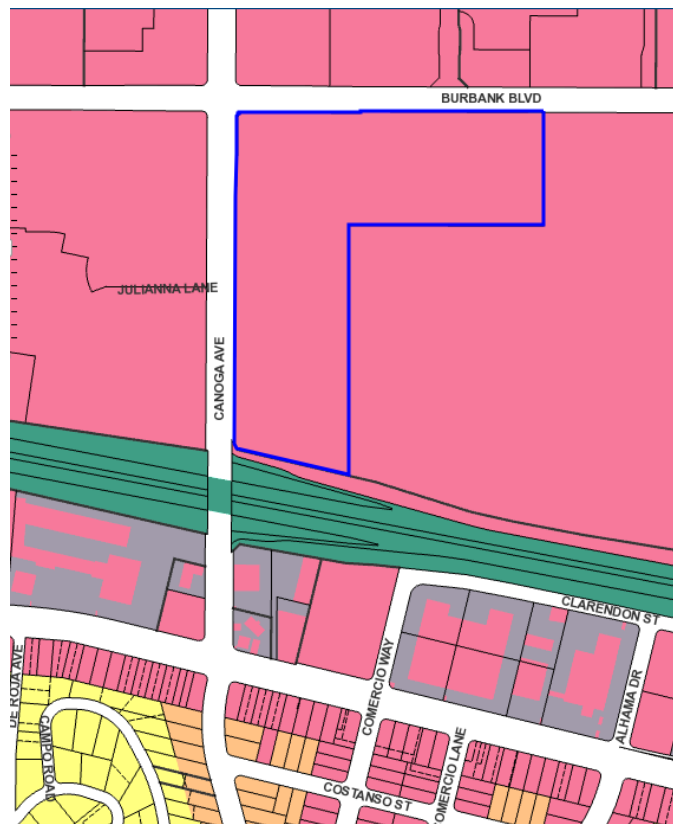




**Planning, Land Use and Mobility Committee**  
**Case Report / 11.3.2020**  
**ZA-2020-5945-TLT / ENV-2020-5949-CE**  
**Long Term Temporary Outdoor Entertainment Space**  
5490, 5500, 5600 N. Canoga Drive  
Woodland Hills, CA 91367

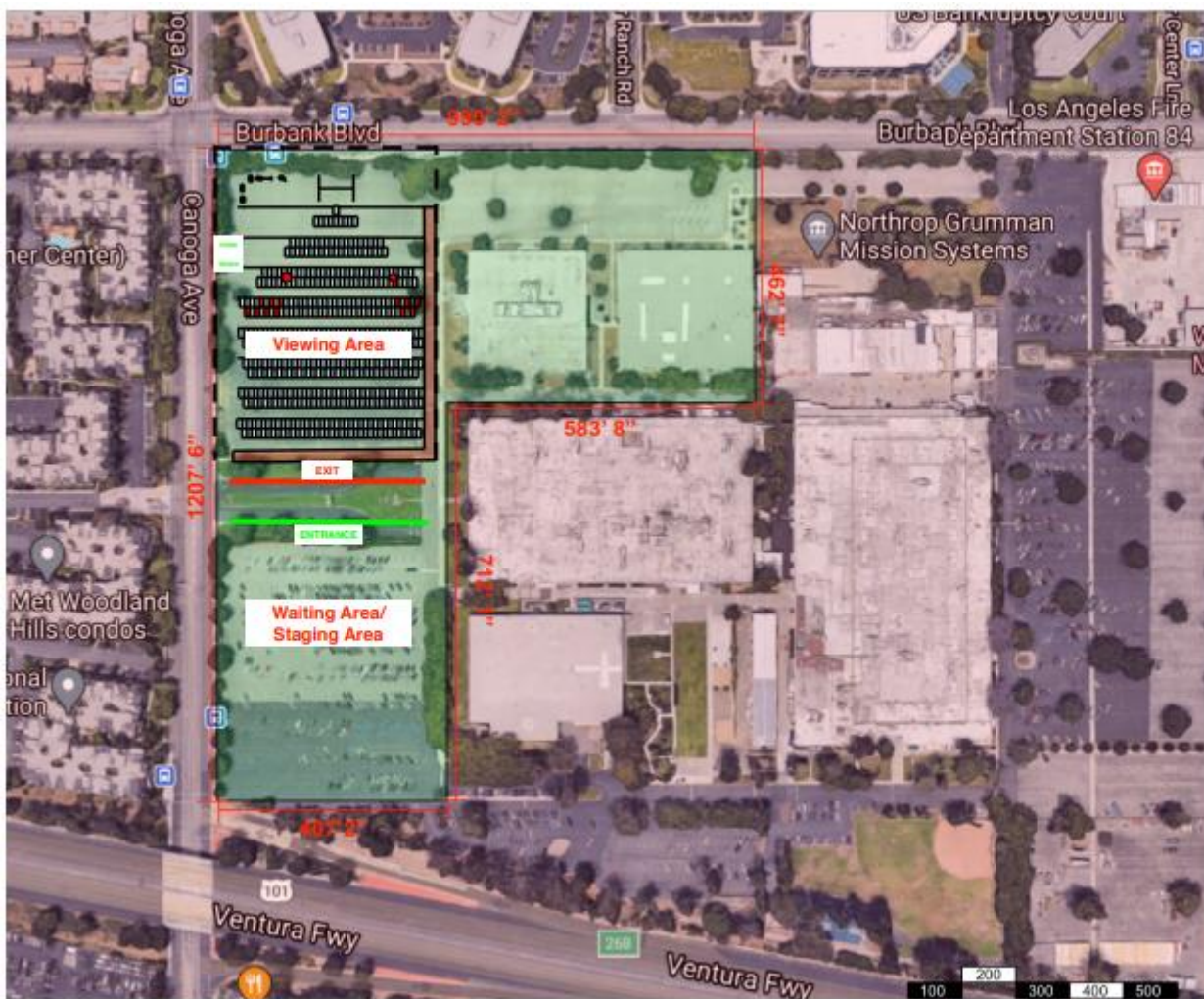


Project Description: Temporary Outdoor Entertainment Space  
Applicant / Rep: James Samson / Kilburn Media c. 310.854.2162; e: [rjsamson@kilburnmedia.com](mailto:rjsamson@kilburnmedia.com)  
LA City Planner: Sheila Toni 818.374.5050; [sheila.toni@lacity.org](mailto:sheila.toni@lacity.org)  
Case Leader: Lauren Coffman / PLUM Chair / [l.coffman@whcouncil.org](mailto:l.coffman@whcouncil.org)  
PLUM Meeting: November 5, 2020 / First Presentation

## Overview of Site and Project

The project consists of a temporary use for the construction, use and maintenance of a cinema pop-up to be housed on the northwest portion of the site for up to one year. Cinema will be projected onto a 63 foot x 47 foot 3 inch textilene screen (includes framing and stand) with proposed hours of operation five nights a week, commencing one hour before sunset and closing two to three hours after the cinema begins. Capacity of vehicles will be limited to 200. There will be no amplified sound.

The site is located on the former Northrop Grumman site, which is currently vacant with a surface parking lot.. The site is located in the Commerce District of the Warner Center, in the Warner Center 2035 Specific Plan area. The parcel is 767,780 SF, and is bordered by Canoga Avenue on the west and Burbank Boulevard on the north. The existing entrance to the property, which will remain, is from Canoga Avenue. As per the *Notice Of Public Hearing* from City Planning, the proposed use is not a Project under the Specific Plan and is therefore exempt from it.



## Site

## **Project Description and Findings from the applicant**

### Project Description:

We will be erecting a 59' x 33' textile screen made from aluminum truss on the current empty lot located at 5500 Canoga Ave Woodland Hills, CA 91367. The current design allows for 40mph wind rating with the screen up and 105mph with the screen fabric down.

Our plot plan will allow for a max car capacity of 200 a night. We will be utilizing the southern portion of the lot for the traffic flow ingress, to lower the impact of traffic on Canoga Ave. All customers will adhere to the current local safety guidelines regarding social distancing for COVID-19.

There will be no amplified sound, as all of our sound is through traditional FM radio or via our proprietary Bluetooth app. All cars will not be idling during the show, so there will be no vehicle noise once the cars are parked.

Content will be projected on to the screen using our two 15,000 lumen projectors. There will be no light bleeding, as the screen absorbs all of the projected light.

We will be operating nightly for no more than 5 days during the week an hour before sunset until 2 to 3 hours after depending on the show's runtime. Typical operation days will be from Wednesday - Sunday starting at around 5:00PM until around 11:00PM depending on content and sunset hours.

Our aim is to provide a safe environment for people in the community to enjoy entertainment outside of their homes. A space where they can be outside, safely. This space allows our colleagues in the entertainment industry, a venue to hold various screenings, performances, awards shows, and corporate events.

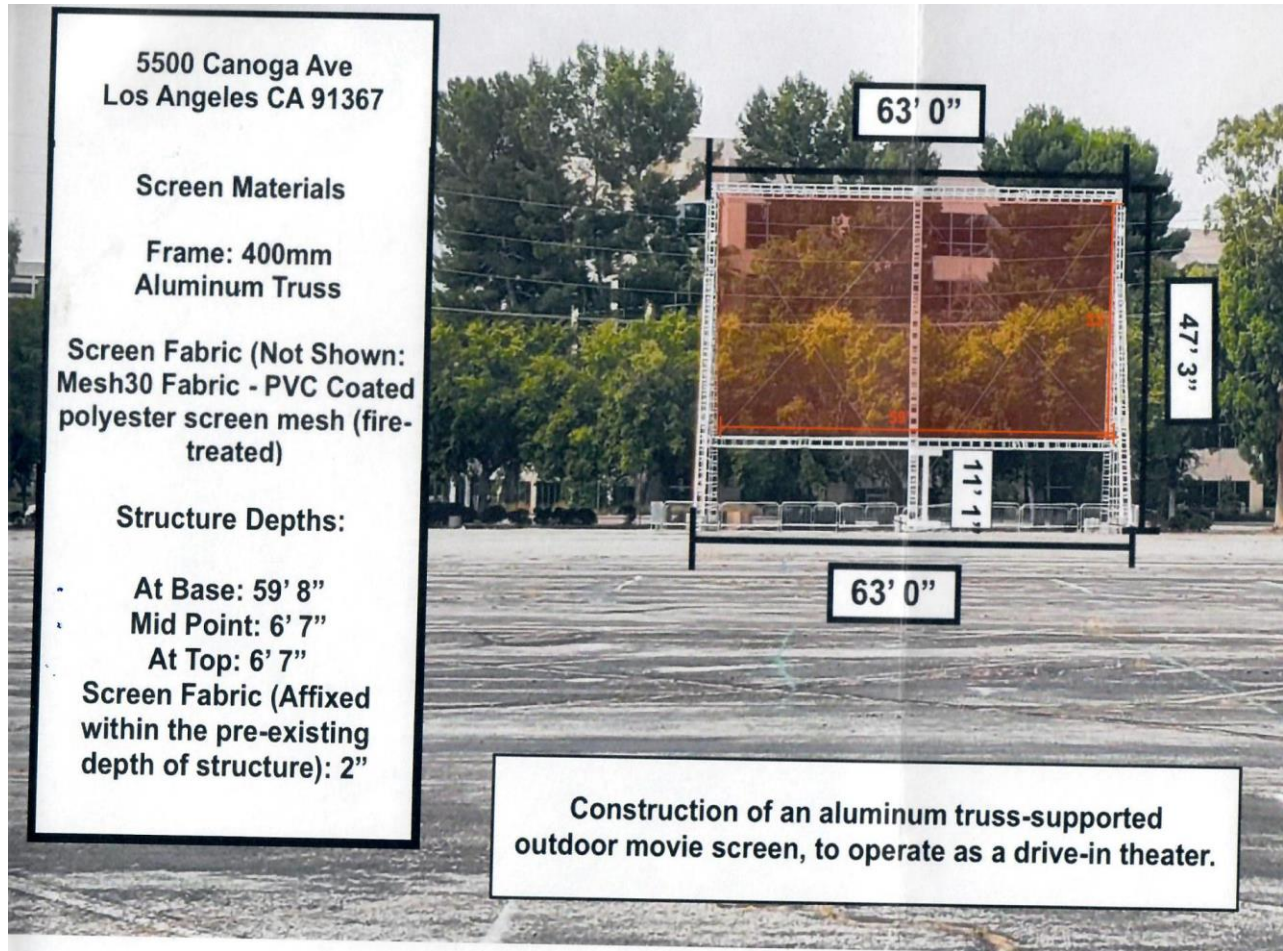
### Findings:

Due to the temporary nature and short duration of the proposed use as an entertainment space, the proposed use will not be materially detrimental to the character of development in the immediate neighborhood. Use of the space will be limited to after sunset and not more than 5 days during the week.

The proposed use as a temporary outdoor entertainment space will not adversely affect the implementation of the General Plan or any applicable specific plan, as this use will be temporary and short in duration.

The proposed use will also contribute in a positive fashion to the recovery of areas adversely impacted by the COVID-19 outbreak. This use will allow the community a safe and socially distance space to enjoy an out of home entertainment experience. It will also allow the entertainment community, nearby businesses, and community members the opportunity to showcase events that have been cancelled due to COVID-19.

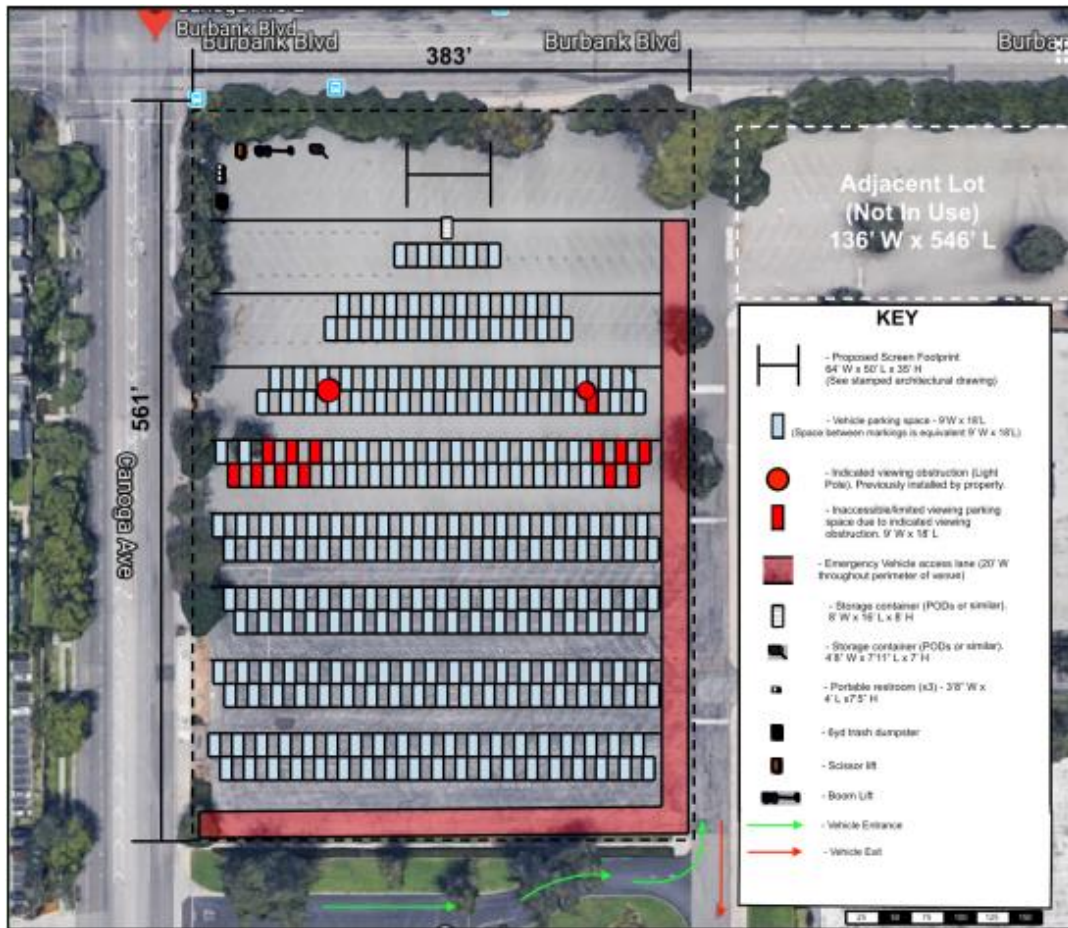
**Screen Elevation**



**Parking Layout**

Upon arrival, the cars will be directed to a waiting area in the southern portion of the lot. Then, when most ticket holding cars have arrived, they will be directed and parked in specific spots. The cars will be directed to park in a pre-designated checker board layout with an open space to the right and left of each car and front and behind each car.

## Enlarged Partial Parking Layout



### Requested Action(s)

1. The Zoning Administrator shall consider an exemption from CEQA pursuant to CEQA Guidelines, article 19, Section 15301, Class 1 and Section 15311, Class 11; and that there is no substantial evidence demonstrating that an exemption to a categorical exemption pursuant to CEQA Guidelines, section 15300, 2 applies.
2. Pursuant to Los Angeles Municipal Code Section 16.01, a Long Term Temporary Use Permit to allow the temporary use of a cinema pop-up on a surface parking lot that was the former Northrop Grumman site, which is currently vacant. The request includes proposed hours of operation: five nights a week, commencing one hour before sunset and closing two to three hours after the cinema begins. The proposed use is limited to a maximum of one year.

### Zoning Hearing On October 29, 2020

Questions were raised by the zoning administrator and public / Lauren Coffman, and answered by the applicant:

1. Alcohol: There will be no alcohol sold on the premises or allowed on the premises during the cinema events.
2. Food Sales: There may be food trunks on site to sell to the public directly, during the cinema events.
3. There will be staff on site dedicated to directing arriving cars into the waiting area, into the viewing area, and directing patrons leaving the site at the end of the cinema event.
4. There will be no light reflection from the screen during the cinema event. There will be no lighting out the back of the screen as the textile fabric absorbs light.
5. There will be no audio from the cinema event, as explained in the Applicant's Project Description, above.

**Question Posed To Applicant By Case Manager, With Responses**

1. Please provide a better description of the “Waiting Area” and what happens in that area while people are waiting: Can they get out of their cars and buy food? **The waiting area is where we stagger the overflow of cars before our parking attendants direct each customer to their parking spots. They can’t get out of their cars or walk towards any food trucks, if present. Mainly because they are not inside of the viewing area yet, where they will park and wait for the event to start. Once in that area they are parked and can use the restroom or purchase food, if available, all while social distancing and wearing masks.**
2. Please clarify: When the cars are directed into the Parking Area from the Waiting Area, will the attendees have a choice as to where they are parked – proximity to screen or exits, etc? **The attendees do not have a choice of where they will be parked, as it is clearly stated on their tickets. Parking is at our discretion. We usually begin in the middle and fan outwards from the closest to the screen moving outward. Larger vehicles assigned to the perimeters, so they will not obstruct the views. VIP tickets have a closer spot to the screen, but those spots are also allotted on a first come basis with VIP ticket holders.**
3. Please clarify: On most cars, when the engine is off, but the radio and Bluetooth service is still on, the radio and Bluetooth will shut off automatically after a designated amount of minutes. How does the movie sound interaction work with that scenario? Does an attendee have to leave the car generator running? **We advise cars to start up every 30 minutes, as to not drain their batteries. We also have jumper cables and battery starters onsite in the event someone’s battery does die, which has happened on a few occasions.**

**Draft PLUM Motion**

As pertaining to case ZA-2020-5945-TLT and ENV-2020-5949-CE, having held one public meetings for the application filed by the applicant James Samson of Kilburn Live, concerning the new construction of a Long Term Temporary Entertainment Venue, a Pop-Up Cinema located at 5490, 5500 and 5600 N. Canoga Avenue, Woodland Hills, 91367, the Planning, Land Use and Mobility committee hereby finds that:

WHEREAS, the project, tis a long term temporary entertainment venue with a maximum duration of one year; And

WHEREAS, the proposed location is currently vacant and, as per the project design layout, appears to function for the proposed use; And

WHEREAS, there will be no audible sound from the cinema showing; And

WHEREAS, there will be no light bleeding from the screen into the neighborhood; And

WHEREAS, there will be no alcoholic beverages sold or allowed on site; And

WHEREAS, there will be staff dedicated to the directing of the attendees in their cars; And

WHEREAS, there will be a sign posted on site, easily visible to the community, with event information and 24 hour Contact Information for the community to report concerns.

THEREFORE, IT IS HEREBY RESOLVED, that the Planning, Land Use and Mobility committee, for the findings stated herein, finds that the submitted application submitted by the applicant James Samson of Kilburn Media for the temporary use for the construction, use and maintenance of a cinema pop-up *receive* the support of the Board of the Woodland Hills Warner Center Neighborhood Council for the requested action.

The Planning, Land Use and Mobility Committee recommends that the Board of the Woodland Hills Warner Center Neighborhood Council advise the City of Los Angeles Planning Department and Council District 3 Council member Bob Blumenfield of its findings, and its subsequent supporting recommendation to *approve* this application as presented on November 11, 2020.

**Motion:** Lauren Coffman

**Second:**

**Vote:** Aye :

Nay:

Abstain:

Recused: