



Planning, Land Use and Mobility Committee Case Report

PLUM Meetings: April 15, 2021
August 5, 2021

Case Nos: DIR-2021-1882-SPP
ENV-2021-1883-CE

Site Location: 5425 Farralone Avenue, Woodland Hills, 91367

Project: The applicant is requesting Project Permit Compliance Review to permit exterior remodeling and façade improvement of a 4604 sqft. Medical Clinic including addition of 2 business wall signs

Applicant/Owner: Dr. Parsa Mohebi
Pure Gem, LLC
16661 Ventura Blvd.
Los Angeles, CA 91436
Phone: 310-994-6657
E-Mail: pmohebi@parsamohebi.com

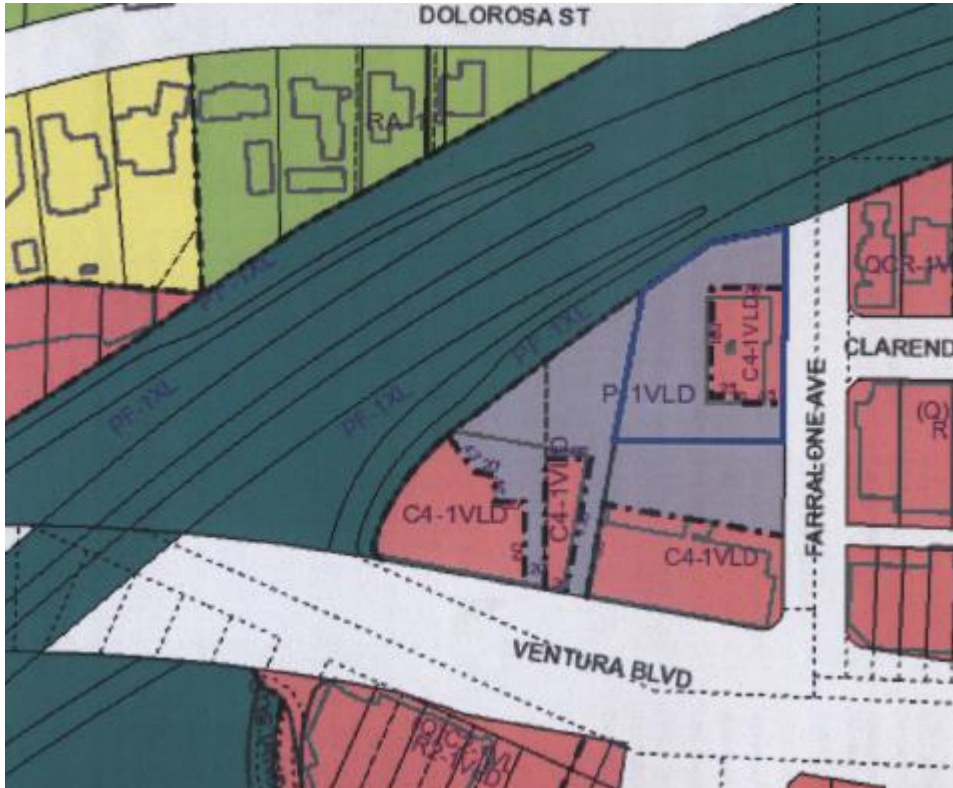
Applicant's Representative: Nick Leathers
Great Real Estate
11150 W. Olympic Blvd.
Los Angeles, CA 90064
Phone: 310-994-6657
E-Mail: nick@crestrealestate.com

City Planner: Andrew Jorgensen
Phone: 818-374-9904
E-Mail: sndrew.jorgansen@lacity.org

Submitted By: Henry Rice, WHWCNC PLUM Case Leader

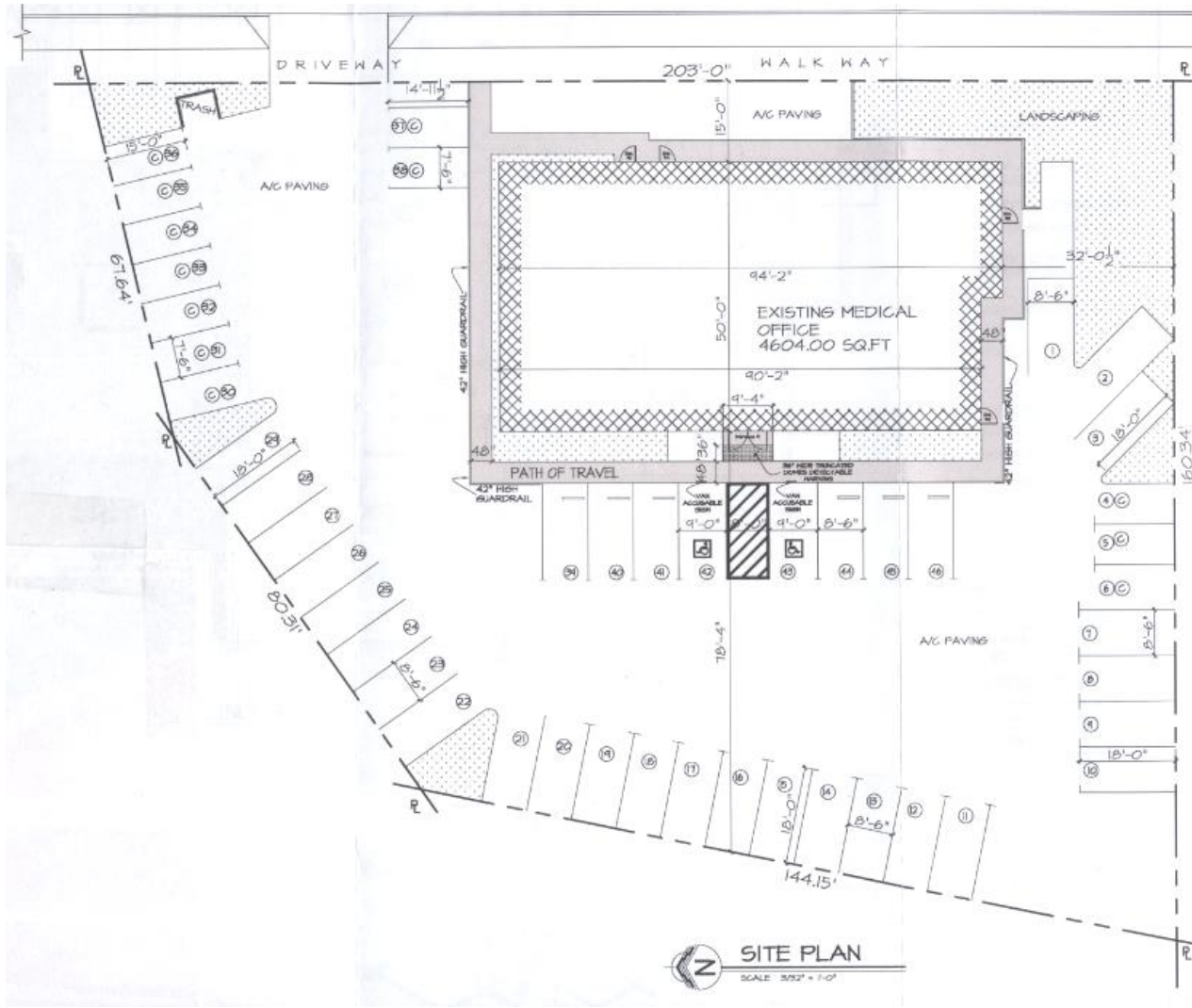
PROJECT DESCRIPTION

The project is located on Farralone Avenue ending at the south side of the Ventura Freeway in the Ventura/ Cahuenga Boulevard Corridor. The property is designated as Community Commercial in the Specific Plan. Adjacent lots are developed with the 101 Freeway to the north and west, a commercial building to the south, and commercial buildings to the east.



Site Location of 5425 Farralone Avenue

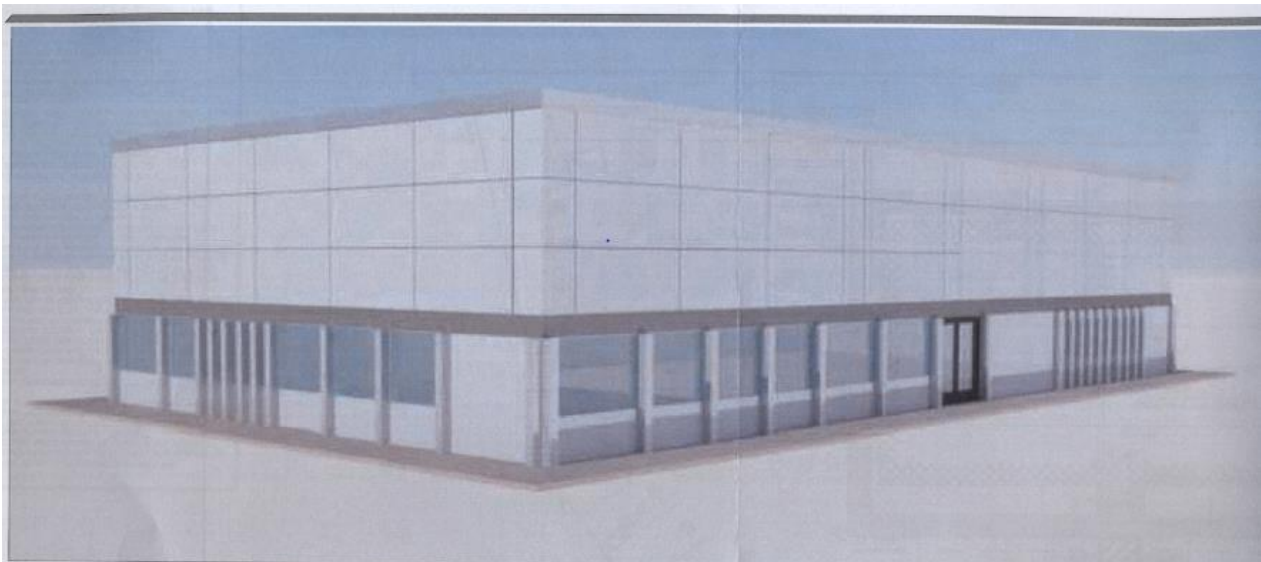
The property is a 26, 259.43 sqft lot with zoning of C4-1VLD containing the building surrounded by parking zone of P-1VLD. The 4,604 sqft. building is currently vacant. The proposed use is as a medical clinic with 46 parking spaces, including 12 compact spaces and 2 handicap spaces .



5425 Farralone Avenue Site Plan With Existing Landscaping



5425 Farralone Avenue (existing)



5425 Farralone Avenue (proposed)

OVERVIEW AND ANALYSIS

The applicant is requesting a Project Permit Compliance Review to permit exterior remodeling and façade improvement of the building with an increase in height to 20'-10". The site has a frontage of 203 feet on Farralone Avenue, therefore a maximum of 406 square feet of wall signs is permitted. Applicant is proposing to add 2 – 89.63 sqft (up to a total of approximately 180 sqft.) business wall signs. One sign will face Farralone Avenue and the other will face the parking lot in the rear. A small 8 sqft. Projecting Pedestrian (blade) sign is also planned on site.



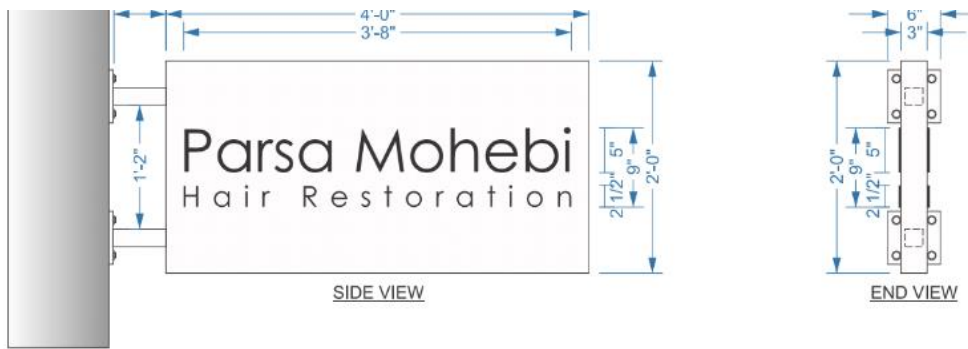
Location of Proposed New Signs



Manufacture & Install (1) One Set LED Internally Illuminated Halo-Lit Reversed Channel Letters

SIGN AREA: 89.63

Proposed Wall Signs 1 and 2 (typical)



BLADE SIGN Manufacture & Install (1) One Set LED Internally Illuminated D/S Aluminum Blade Sign Painted Satin White w/ 1/2" Think Acrylic Push-Thru Copy

Proposed Projecting Pedestrian (blade) Sign

The building has an existing Floor Area Ratio (FAR) of 0.18:1 in compliance with the Specific Plan and a lot coverage of approximately 28.5 percent of the site in compliance with lot coverage restrictions.

There are no plans to change the building footprint, the layout of the driveway or the layout of the parking lot. The Los Angeles Department of Building and Safety issued permit 19016-20000-22816 on 3/19/20 for change of use from Office to Medical Clinic. A supplemental permit 19016-20001-22816 was issued on 2/4/21 to include structural work for foundation and framing. A Certificate of Occupancy is still pending since 9/23/20

PLUM COMMITTEE RECOMENDATIONS

A PLUM Committee teleconference review of the project was conducted on April 15th. As a result of the review the following recommendations to improve the project were made by the PLUM committee:

1. Retain the existing roof design, visible from the freeway, characteristic of Woodland Hills classical architecture
2. Design the facade of the building to eliminate the overall flat boxy look
3. Remove some of the excess asphalt parking area and replace with attractive landscaping to reduce heat absorption and the barren look of the site.
4. Consider relocating the entrance to the building from the back to the front.
5. Consider removing the fence surrounding the property so the building appears more prominent and inviting.

The applicant has chosen to not implement any of the committee's recommendations and has stated "We believe the project conforms to the Specific Plan in terms of height, FAR, parking, landscaping and setbacks, and therefore believe the design does not need to be modified."

PROPOSED PLUM MOTION

As pertaining to Case DIR-2021-1882-SPP, having held 2 public teleconference PLUM meetings for the application for Project Permit compliance review, at 5425 Farralone Avenue, Woodland Hills, for exterior remodeling and façade improvement and wall sign installation, the Planning, Land Use and Mobility Committee hereby finds that:

WHEREAS, based on the plans provided by the applicant, dated 8-10-2020, the proposed project complies with all applicable development requirements of the Ventura/Cahuenga Boulevard Corridor Specific Plan; and,

WHEREAS, a permit was issued on 3/19/20 to change the permitted use from Office to Medical Clinic, a use allowed within the existing zoning of the property; and,

WHEREAS, the applicant does not plan to change the building foot print, the driveway layout or the parking layout; and,

WHEREAS, the proposed roof replacement and the new façade will increase the building height to 20'-10", still below the maximum 45 foot limit; and,

WHEREAS, the new proposed wall signs will be within the size limit of a total of 406 sqft. based on the 203 frontage on Farralone Avenue; and,

WHEREAS, the existing 46 parking spaces, including 2 handicapped spaces, exceeds the minimum requirement of 23 parking spaces; and,

WHEREAS, the applicant has chosen to not implement the PLUM committee recommendations to improve the project

THEREFORE, IT IS HEREBY RESOLVED, that the Planning, Land Use and Mobility Committee, for the findings and conditions stated herein above, finds that the submitted application for exterior remodeling and façade improvement at 5425 Farralone Avenue receive the (**non-support** or **support**) of the Board of the Woodland Hills-Warner Center Neighborhood Council.

Conditions:

1. All plans presented on August 11, 2021 at the Board Meeting of Woodland Hills-Warner Center Neighborhood Council 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 commitment to and acceptance of these conditions

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 Councilmember Bob Blumenfield of its findings, and its subsequent (**non-supporting** or **supporting**) recommendation for this application as presented on August 11, 2021.

Motion: Henry Rice

Second:

Vote: Aye Nay Abstain