II. PROJECT DESCRIPTION

1. PROJECT APPLICANT

The applicant for the ICON at Panorama (the "Project") is The Icon at Panorama, LLC, at 9300 Wilshire Boulevard, Suite 465, Beverly Hills, California, 90212 (the "Applicant").

2. PROJECT LOCATION

A. Project Site

The Project is located at 14651-14697 W. Roscoe Boulevard, 8300-8406 N. Cedros Avenue, 8313-8413 N. Tobias Avenue in the Panorama City, 91402 (the "Project Site"). The Project Site is approximately 8.9 acres, and is bounded by Roscoe Boulevard to the south, Tobias Avenue to the east, Cedros Avenue to the west, and existing multi-family residences to the north (see Figure II-1 [Regional Vicinity and Project Location Map]). The relatively flat Project Site gently slopes to the south, having an approximately 8-foot topographic relief from the northern boundary to the southern boundary, and is currently developed with three structures and a surface parking lot (see Figure II-2 [Aerial View of the Project Site and Vicinity]).

B. Surrounding Land Uses

The Panorama City area is generally characterized by low- to medium-density residential land uses with high-density residential land uses and commercial land uses concentrated near the transit corridors of Sepulveda Boulevard, Roscoe Boulevard, Van Nuys Boulevard, and Lassen Street.

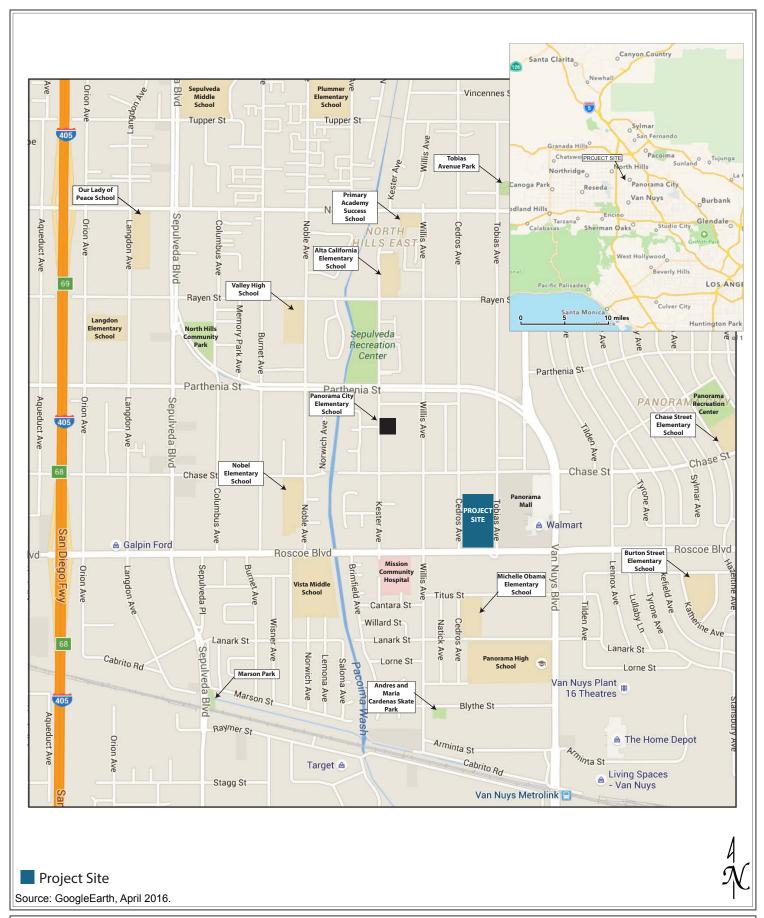
The Project Site is bounded to the north by two-story and four-story multi-family residential buildings; to the east by Tobias Avenue, beyond which is a surface parking lot and the Panorama Mall shopping center anchored by a Walmart and a single-story restaurant building at the northeast corner of Roscoe Boulevard and Tobias Avenue; to the south by Roscoe Boulevard, beyond which are one- and two-story retail center and office buildings and two-story multi-family residential buildings; to the west by Cedros Avenue, beyond which are multi-family residential buildings ranging from two to four stories in height.

Regional access to the Project Site is provided via Roscoe Boulevard, Van Nuys Boulevard, State Route 170 (SR-170), and the San Diego Freeway (I-405). The nearest freeway access is the San Diego Freeway via Roscoe Boulevard, approximately 1.1 miles west from the Project Site. Local access to the Project Site is provided via Roscoe Boulevard, Tobias Avenue, and Cedros Avenue. The Los Angeles County Metropolitan Transportation Authority ("Metro") provides local bus service in the Project Site area along Roscoe Boulevard. The Project Site is located approximately 880 feet west from the intersection of Roscoe Boulevard and Van Nuys Boulevard, which is a "major transit stop" as defined in Public Resources Code Section 21064.3 and as identified by the City.² Roscoe Boulevard is classified as Boulevard II, Cedros Avenue as Collector, and Tobias Avenue as Local Street – Standard. Photographs of the surrounding land uses are presented in Figure II-3 and II-4 (Views of the Surrounding Land Uses).

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The Project Site is associated with assessor parcel numbers 2653-018-018 to 2653-018-021, 2653-018-028 to 2653-018-030, 2653-018-039, and 2653-018-040.

² City of Los Angeles Department of City Planning, Zone Information & Map Access System, website: http://zimas.lacity.org, accessed August 18, 2016.





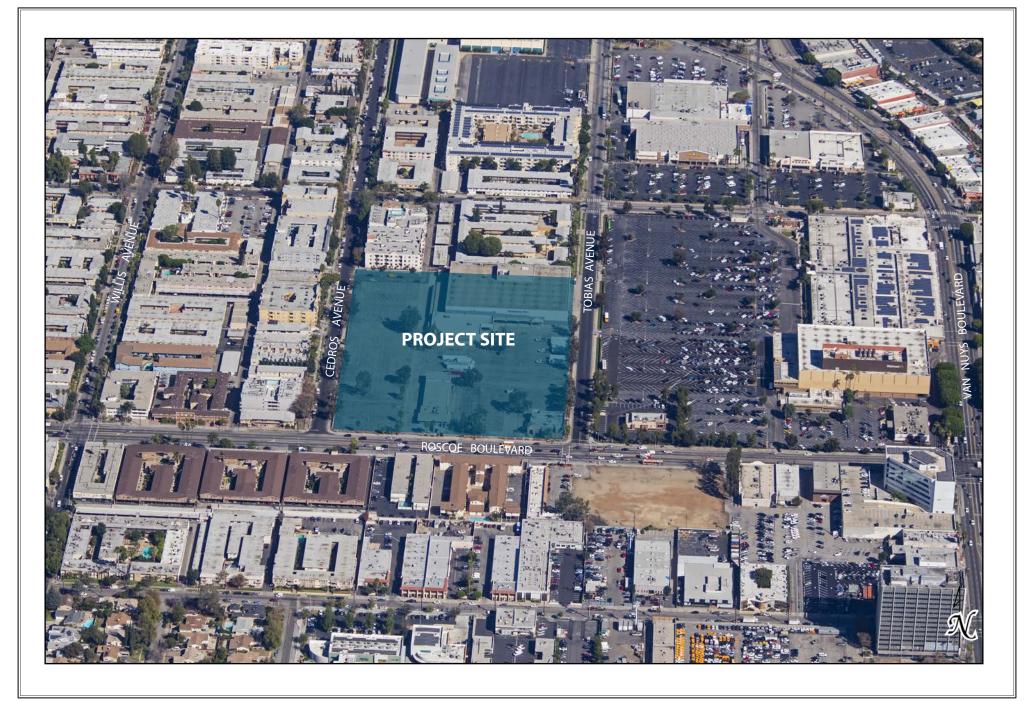






Photo 1: View looking southwest across intersection of Roscoe Boulevard and Tobias Avenue toward retail and multi-family residential land uses.



Photo 2: View look west along Roscoe Boulevard from Tobias Avenue toward multi-family residential uses.



Photo 3: View looking east along Roscoe Boulevard from Tobias Avenue toward commercial uses.



PROJECT SITE

PHOTO LOCATION MAP





Photo 4: View looking northeast across Tobias Avenue toward commercial uses.



Photo 5: View looking southeast across Tobias Avenue toward commercial uses.



Photo 6: View looking northwest across Cedros Avenue toward multi-family residential uses.



PROJECT SITE
PHOTO LOCATION MAP



C. Land Use Plans and Zoning

The Project Site is located in the Mission Hills – Panorama City – North Hills Community Plan Area (the "Community Plan"), and is designated by the Community Plan for Regional Commercial land uses. The Project Site is zoned [Q]C2-1-CDO ([Qualified Conditions] Commercial Use – Height District No. 1 – Community Design Overlay) and [Q]P-1-CDO ([Qualified Conditions] Parking Use – Height District No. 1 – Community Design Overlay), as set forth in the Los Angeles Planning and Zoning Code. The Community Design Overlay (CDO) portion of the zoning designation indicates that the Project Site is within the Panorama City Community Design Overlay District and is subject to review for compliance with the associated Design Guidelines for the District. Additional specific regulations for the District are also implemented as part of the [Q] Qualified Conditions zoning for the Site.³ The Project Site is also within the Pacoima/Panorama City (CD7) Earthquake Disaster Assistance Project area, a State Enterprise Zone, and a Transit Priority Area due to its proximity to a "major transit stop" located at the intersection of Roscoe Boulevard and Van Nuys Boulevard.

3. EXISTING LAND USES

Existing land uses within the Project Site include three commercial structures totaling approximately 172,500 square feet of floor area and a surface parking area. All of the existing structures have been unoccupied since 2003, and a chain-link fence surrounds the Project Site. A Montgomery Ward store, an automobile repair shop, and a restaurant formerly occupied the buildings.

The former Montgomery Ward store, built in 1961, with a building addition in 1979, is located in the northeastern corner of the Project Site and consists of a 4-story concrete "big box"/warehouse structure approximately 36 feet in height. The former automobile repair shop, built in 1961, is located along the southern boundary of the Project Site, mid-block between Cedros Avenue and Tobias Avenue, and consists of a one-story stucco structure approximately 20 feet in height. The former restaurant, built in 1992, is located at the southeast corner of the Project Site and consists of a one-story stucco structure approximately 26 feet in height. The surface asphalt-paved parking lot generally covers the remainder of the Project Site. Additionally, an existing 20-foot-wide, asphalt-paved public alley runs from Chase Street southward through the Project Site to Roscoe Boulevard, running along the western sides of the Montgomery Ward and automobile repair shop structures. In the middle of the alley is a v-gutter to convey drainage flows toward the south to an existing grate adjacent to the Roscoe Boulevard right-of-way. Table II-1 (Existing Land Uses) summarizes the land uses on site, and photographs of the existing land uses are presented in Figure II-5 and II-6 (Views of the Existing Land Uses).

Table II-1
Existing Land Uses

3 · · · · · · · · · · · · · · · · · · ·				
Building Address	Land Use ^a	Floor Area		
8353 Cedros Avenue	Montgomery Ward	148,539 sf		
14661 Roscoe Boulevard	Automobile Repair	15,254 sf		
14651 Roscoe Boulevard Restaurant		6,630 sf		
Total	172,500 sf			
sf = square feet; a All currently vacant.				

sj = square jeet; • All currently vacant.

Source: Partner Engineering and Science, December 2015.

Established by City Ordinance No. 175,550 (Panorama City Community Design Overlay Permanent [Q] Conditions Ordinance), effective November 18, 2003.



Photo 1: View looking north from Roscoe Boulevard toward former Montgomery Ward.



Photo 2: View looking northeast from Roscoe Boulevard toward former automobile repair shop and Montgomery Ward.



Photo 3: View looking southeast from Cedros Avenue toward former automobile repair shop.



PROJECT SITE

PHOTO LOCATION MAP





Photo 4: View looking southwest across Tobias Avenue toward Montgomery Ward.



Photo 5: View looking south from on-site parking lot toward former restaurant.



Photo 6: View looking northwest across Tobias Avenue toward former Montgomery Ward.



PROJECT SITE
PHOTO LOCATION MAP



4. PROJECT CHARACTERISTICS

The Project would involve the demolition of the existing structures and surface parking lot, and the development of a mixed-use project with 422 multi-family residences totaling approximately 384,000 square feet of permitted floor area, approximately 200,000 square feet of commercial space, and associated parking facilities. The Project would include commercial land uses in five separate one- and two-story buildings, two separate seven-story residential buildings (five stories of residential over two levels of aboveground residential parking), and a six-level parking structure for the commercial land uses. Open space amenities would be provided for the Project residents at the residential buildings. The site plan for the Project is illustrated in Figure II-7 (Site Plan) and Figures II-8 through II-15 illustrate the floor and roof plans of the proposed buildings. Table II-2 (Project Development Summary) summarizes the proposed land uses.

Table II-2
Project Development Summary

Project Development Summary				
Land Use	Amount			
Multi-Family Residential				
Studios	50 du			
1-Bedroom	176 du			
2-Bedroom	172 du			
3-Bedroom	24 du			
Total Residential Units	422 du			
Proposed Commercial				
Restaurant	15,000 sf			
Health Club	35,000 sf			
Multi-Plex Movie Theater	50,000 sf			
	(1,200 seats)			
Market	20,000 sf			
Retail	80,000 sf			
Total Commercial Space	200,000 sf			
du = dwelling units; sf = square feet				
Source: Hochhauser Blatter Architects, 2016.				

A. Design and Architectural Features

As discussed above, the Project Site is located within the Panorama City CDO District. The intent of the Panorama City CDO is to provide guidance and direction in the design of buildings and storefronts that will contribute to the district's continuing revival by moving toward a more pedestrian-friendly commercial center that contributes to community identity and improves the physical appearance of the Van Nuys Boulevard commercial corridor within Panorama City. Toward this end, the Project proposes an urban-scale destination in a contemporary architectural style intended to create a mixed-use activity center, with pedestrian-oriented streetscape and circulation. The Project complements the scale and grain of the regional commercial area along the Van Nuys Boulevard corridor while contributing to the revitalization of the area.

The façade of the Project is designed with varying materials and treatments to create a unique street frontage while maintaining the pedestrian experience at street level with approximately 12-foot in height transparent ground-floor façades. The six-level parking structure for the commercial uses would be located near the center of the Project Site, masked from the public streets by the commercial and residential buildings. Similarly, the two levels of residential parking in the residential building fronting

Cedros Avenue have been designed to screen the appearance of a parking structure. Furthermore, landscaping and material improvements will be constructed within the adjacent public right-of-way. A pedestrian paseo would also be provided on-site between the commercial structures.

The proposed building elevations and associated maximum height envelope are illustrated in Figure II-16 (Building Elevations). As shown, the maximum height for the residential buildings would be 91 feet, the maximum height for the commercial building located at mid-block along Roscoe Boulevard between Cedros Avenue and Tobias Avenue would be 65 feet, and the maximum height for the commercial buildings fronting Tobias Avenue would be 35 feet and 65 feet for the northernmost commercial building along Tobias Avenue. The maximum height of the parking structure would be 80 feet.

The tallest buildings, which include the two residential buildings, would be located along the western and northern boundaries of the site. The buildings would be visually prominent in the immediately surrounding area compared to the existing uses at the Project Site, and would be consistent with the urban viewshed of the surrounding area and with the type of development that is typically permitted at a regional commercial site.

The proposed Project's density and floor area would be consistent with the C2-1 zone over the approximately 8.9-acre site. The R4 zoning density, as permitted in the C2 zone, would allow for the proposed 422 apartment units. Moreover, the maximum 1.5:1 floor area ratio set by the zoning of the site would allow for the Project's 384,000 square feet of floor area for the residential use and the 200,000 square feet of commercial use. Conceptual renderings of the Project from the corner of Roscoe Boulevard and Tobias Avenue and from the corner of Roscoe Boulevard and Cedros Avenue are illustrated in Figures II-17 and II-18 (Conceptual Rendering), respectively.

B. Access and Parking

Parking for Project residents would be provided in the two levels of parking within the proposed seven-story residential buildings. Residents would access the Project via two driveways, one on Cedros Avenue, near the northern boundary of the Project Site and the other on Tobias Avenue near the northern boundary of the Project Site. The Project would also provide for on-site long- and short-term bicycle parking consistent with LAMC Section 12.21.A.16. The on-site bicycle parking would be provided at-grade in the residential and commercial parking structures. Parking for commercial employees and visitors would be provided in the proposed six-level parking structure near the central portion of the Project Site. Access to the commercial parking structure would be provided via a driveway on Roscoe Boulevard, near Cedros Avenue, and a driveway on Tobias Avenue, near the northern boundary of the Project Site. As shown in Table II-3 (Vehicle and Bicycle Parking), 1,690 vehicle parking spaces (660 spaces for residential use and 1,030 spaces for commercial use) and 849 bicycle parking spaces (649 spaces for residential uses and 200 spaces for commercial use)⁴ would be provided.

Includes both short-term and long-term bicycle parking.

Table II-3				
Vehicle and Bicycle Parking				

Land Use	Vehicle Parking Required	Vehicle Parking Provided	Bicycle Parking Required ^c	Bicycle Parking Provided ^c
Residential	660°	660	648 ^d	649
Commercial	400 ^b	1,030	200	200
Total	1,060	1,690	848	849

- ^a Reduced by 46 spaces from 706 spaces (required before any reductions) after applying a 6.5% parking reduction for provision of on-site bicycle parking per the Bicycle Parking Ordinance (City Ordinance No. 182,386). The proposed reduction would be below the maximum allowable reduction of 10%, or of 70 spaces.
- Based on commercial parking requirement for a project in an Enterprise Zone per City standards (2 spaces per 1,000 square feet).
- ^c Includes both short-term and long-term bicycle parking.
- Increased by 184 spaces from 464 after accounting for the 46-space vehicle parking reduction at a ratio of 4 bicycle parking spaces to 1 vehicle parking space (46 vehicle parking spaces x 4 bicycle parking spaces = 184 additional bicycle parking spaces).

Source: Hochhauser Blatter Architects, 2016.

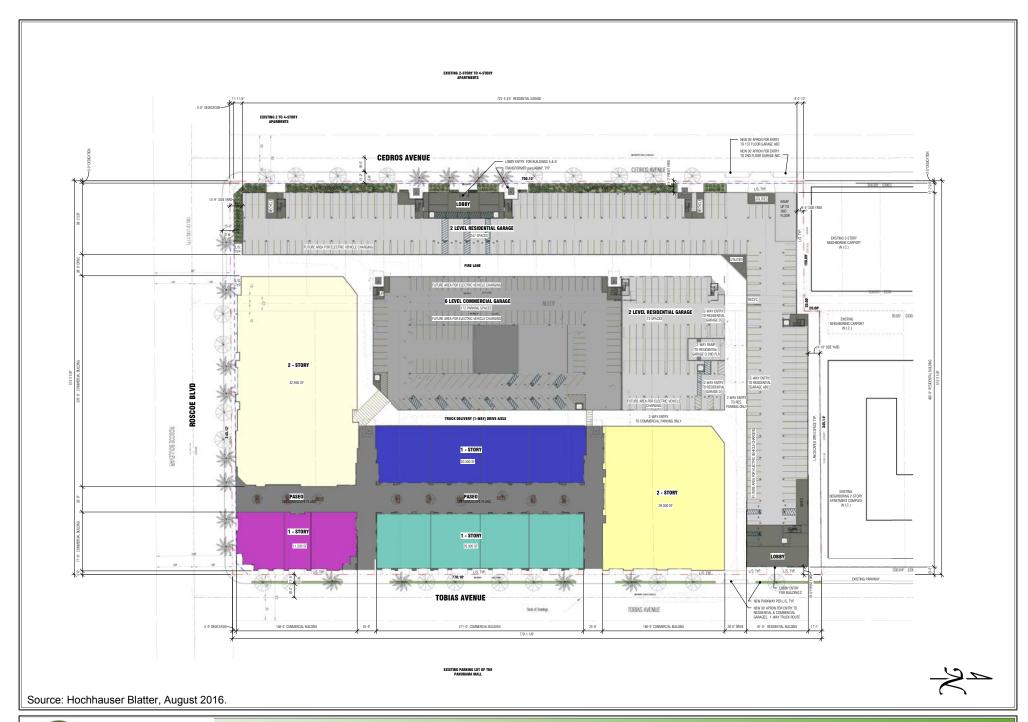
Pedestrian access would be provided via sidewalks surrounding the perimeter of the Project Site to the east, south, and west. The lobby to the residential uses would be accessible to pedestrians from both Tobias Avenue and Cedros Avenue, and the commercial component would be accessible to pedestrians via the paseo accessed from Roscoe Boulevard and Tobias Avenue.

C. Land Use Plans/Zoning

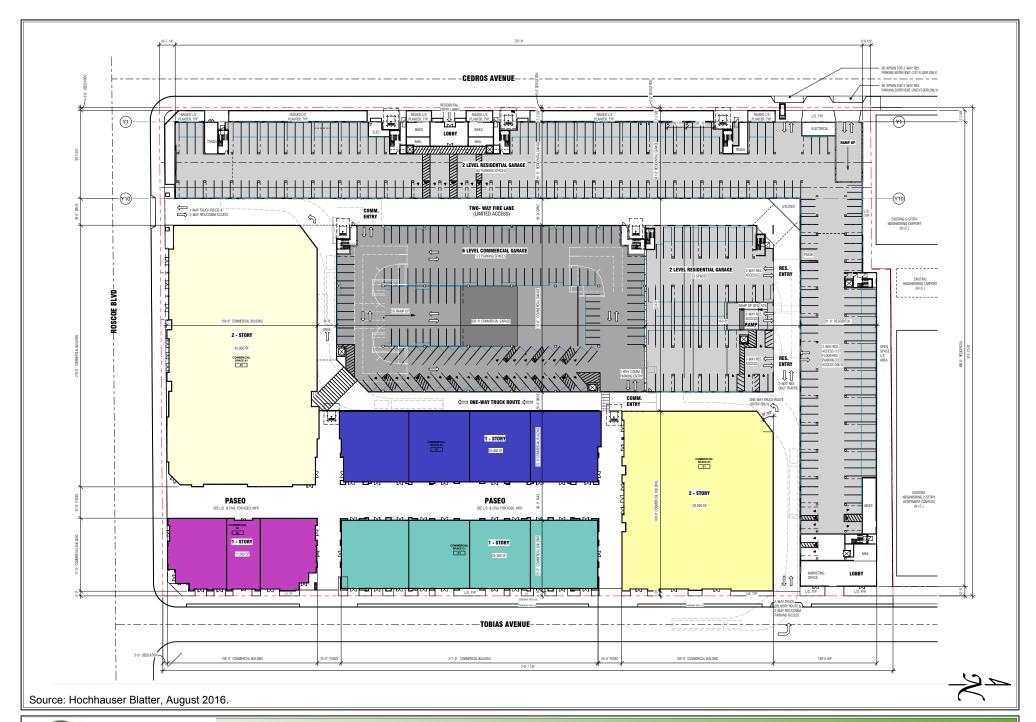
The Project would be consistent with the Community Plan's land use designation for Regional Commercial and the existing [Q]C2-1-CDO zoning; however, the Project is requesting a Director's Decision for a 10 percent reduction in the total required usable open space. In order to provide for uniform commercial zoning across the entire site, the Project proposes a Vesting Zone Change from the [Q]C2-1-CDO and [Q]P-1-CDO zones to the [T][Q]C2-1-CDO zone over the entire site. The Tentative (T) classification requires the Applicant to guarantee and implement, at no cost to the City, specific public improvements and design requirements from various entities to the satisfaction of the City. Upon recordation of the proposed vesting tract map and completion of all required improvements, the "T" tentative classification would be removed. Additionally, the Project proposes a Vesting Tentative Tract Map that would vacate the existing alley that runs north-south through the Project Site and provide lots consistent with the proposed development.

The Project also includes requests for a Master Conditional Use Permit for on-site and off-site alcoholic beverage sales, Conditional Use Permits for live entertainment and for a Commercial Corner Development with extended hours of operation past 11:00 pm. See the Discretionary Actions and Approvals discussion below for more information regarding the discretionary requests that are part of the Project.

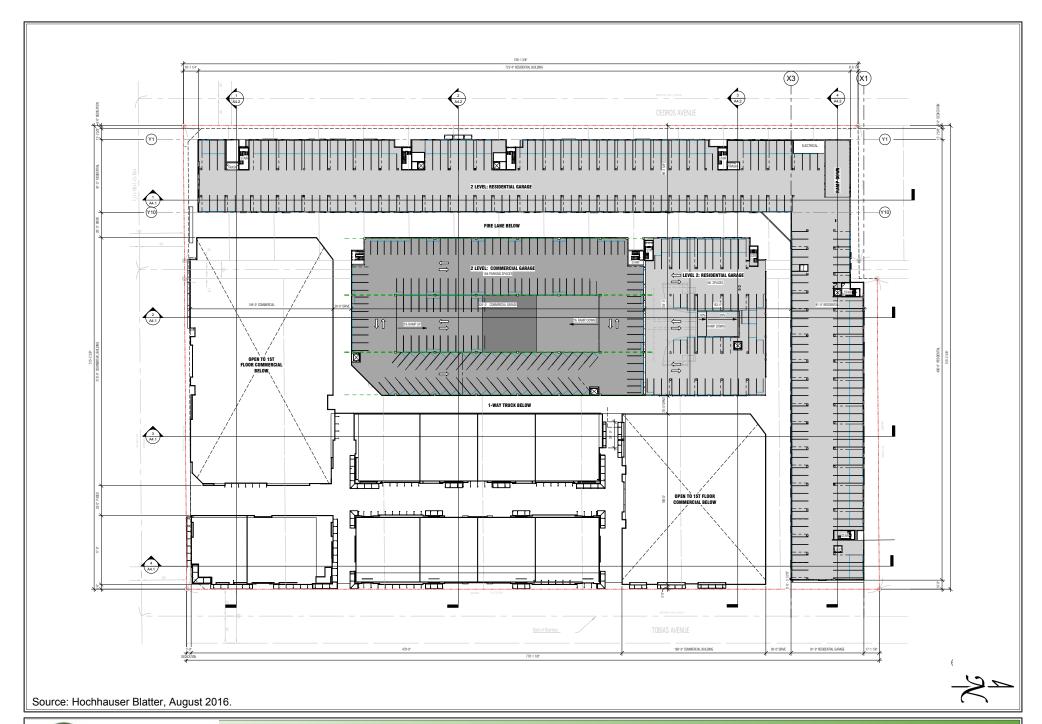
The ICON at Panorama II. Project Description





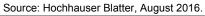














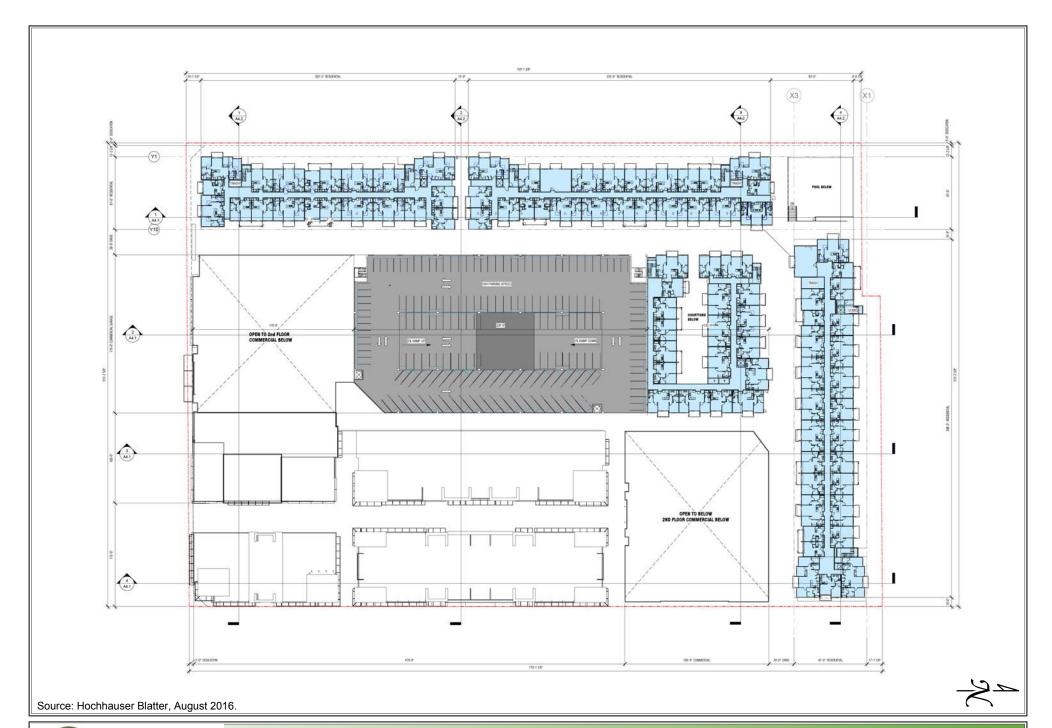




Figure II-11 Fourth Floor





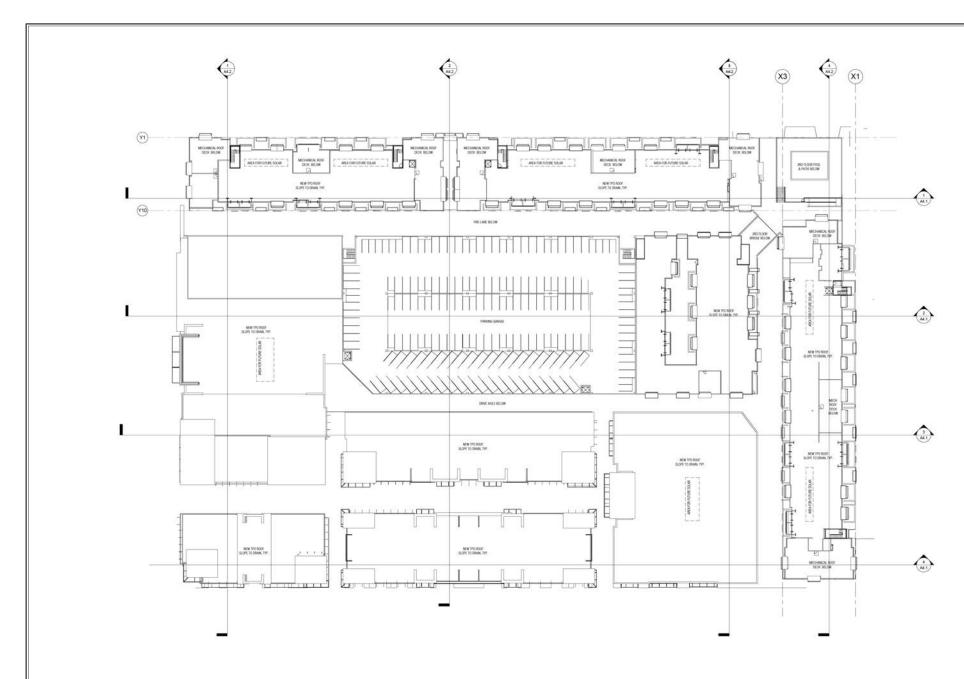


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Source: Hochhauser Blatter, August 2016.









Source: Hochhauser Blatter, August 2016.





Source: Hochhauser Blatter, August 2016.



D. Operations/Security

The residential uses on site would operate 24 hours per day. Business hours for commercial operations would likely operate between 5:00 a.m. and 2:00 a.m., depending on the requirements of the individual businesses. The Project would provide security features including, but not limited to, controlled access to residential areas, and video surveillance and on-site roving security personnel 24 hours a day throughout the entire Project site. The Project also proposes an LAPD drop-in location.⁵

E. Lighting and Signage

Project lighting would be wall mounted or ground mounted, directed downward, and shielded away from adjacent land uses. Building security lighting would be used at all entry/exits and would remain on from dusk to dawn, but would be designed to prevent light trespass onto adjacent properties.

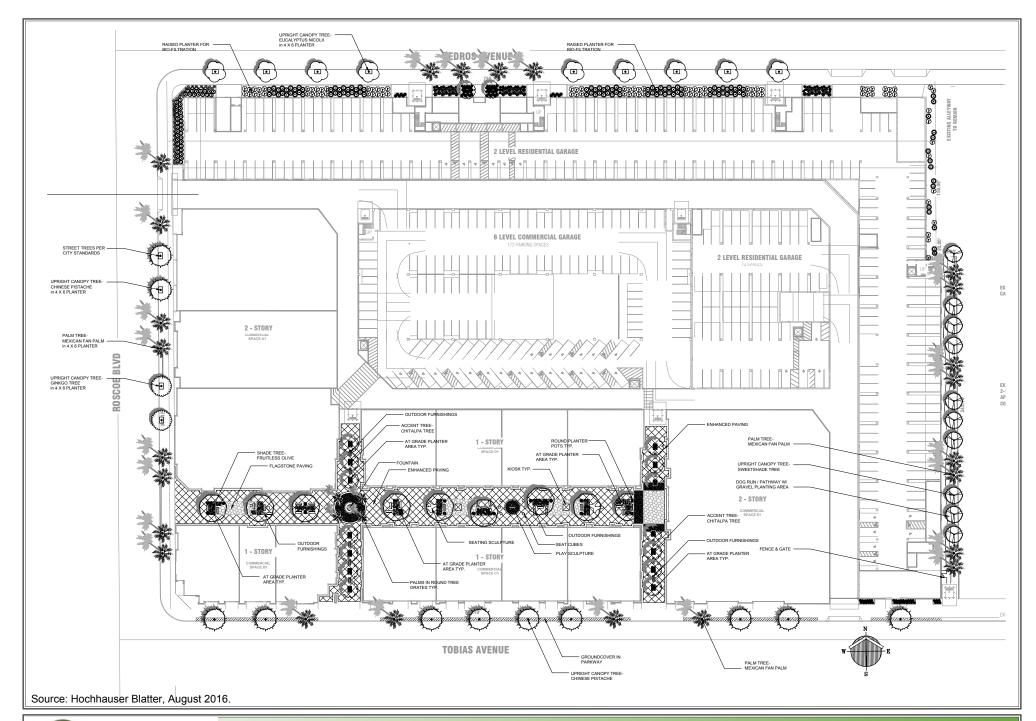
The signage program for the Project would comply with any applicable standards and approval processes for signage. The placement, size and proportions of the Project's proposed signs would be consistent with a commercial center of this character. The commercial signs would be located so as to be visible along Roscoe Boulevard and Tobias Avenue frontages and there would be signs internal to the Project along the paseos. Project signs would include a variety of types including, but not limited to, building identification, tenant identification, and information/wayfinding signs.

F. Open Space and Landscaping

As shown in Figures II-19 (First Floor Landscape Plan), Figure II-20 (Third Floor Landscape Plan), and Figure II-14 (7th Floor Plan), open space for the residential component of the Project includes open air courtyards, amenity spaces, and a pool deck on the third floor of the residential buildings, roof decks on the seventh floor, and an outdoor dog run at the ground level near the northern boundary of the Project Site. Additionally, a pedestrian bridge connects the two residential buildings at the third floor, facilitating connectivity between the buildings and access to the open space amenities provided at each building. Private open spaces would also be provided in the form of an approximately 50 square foot balcony at each dwelling unit. Furthermore, open space at the commercial component of the Project includes the pedestrian paseo, which would include shade trees, landscaping, hardscaping, outdoor furnishings, a fountain, enhanced paving, outdoor seating, and a play sculpture. Table II-4 (Open Space) summarizes the open space provided for the Project's residential uses.

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⁵ A drop-in location is a space provided within a commercial center that is available for use by LAPD officers, but is not continuously manned.





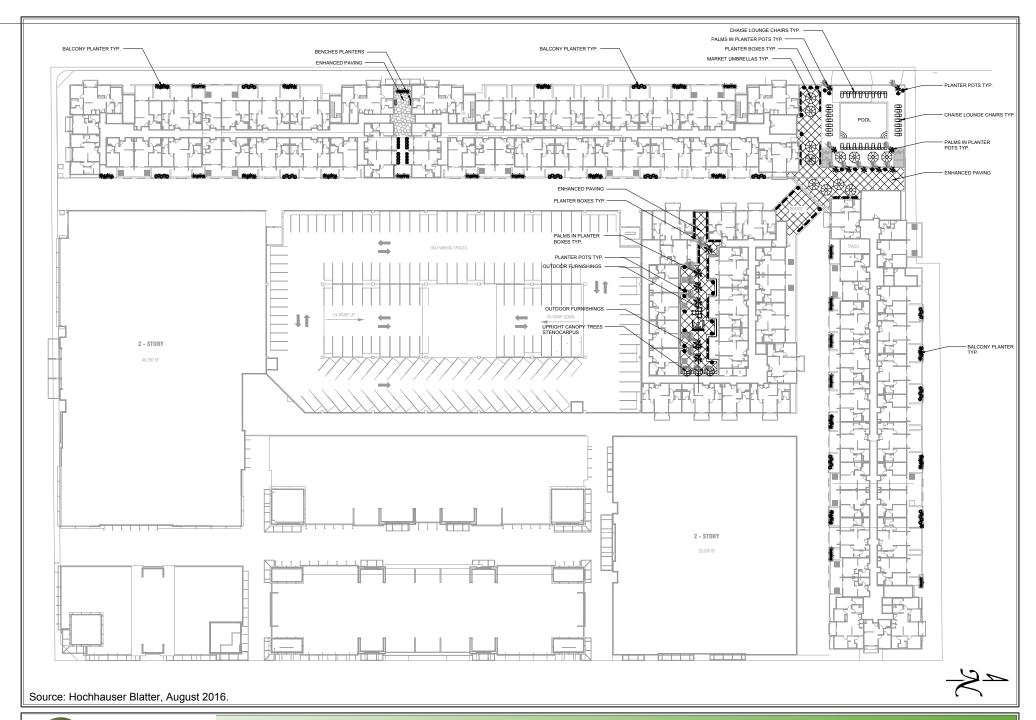




Table II-4
Open Space

Open opace				
Location	Open Space	Size (sf)		
First Floor	Dog Run	5,169		
Third Floor	Amenity Space	1,507		
	Amenity Space	2,587		
	Pool Deck	9,101		
	Courtyard	657		
	Courtyard	2,254		
Seventh Floor	Roof Deck	1,450		
	Roof Deck	1,115		
Total Provided Common Open Space		23,840		
Total Required Common Open Space ^a		22,370		
Total Provided Private Open Space b		21,100		

sf = square feet

Source: Hochhauser Blatter Architects, 2016

As shown in the conceptual renderings of the Project, Figures II-17 and II-18 (Conceptual Rendering), the Project would provide street trees per City standards along the sidewalks surrounding the Project Site. As mentioned, shade trees would be located within the pedestrian paseo as well. The common open space at the residential buildings would include landscaped courtyards, a roof deck, and pool deck.

G. Green Building and Sustainability

The Project is designed as a mixed-use development that would provide internal pedestrian linkages between residential, amenity and commercial spaces, as well as external connection to nearby commercial uses, pedestrian, train, bus and bicycle routes.

The Project would incorporate numerous green building design features, including highly efficient heating, ventilating, and air conditioning (HVAC) systems appropriate to residential and commercial uses. In addition, the structures would have white reflective roof surfaces to reduce cooling loads and the heat island effect. Residential and commercial spaces would provide window and door glazing with the intent of maximizing daylight and reducing dependence on artificial lighting, further enhanced by digitally controlled and integrated lighting and HVAC systems to maximize efficiency. Shading devices such as louvers and canopies in conjunction with recessed entries would reduce solar glare and heat gain at commercial facades. Window and door systems would include insulated low-E glazing units. The Project would include landscaping that is designed with drip irrigation systems to reduce water usage and an indigenous drought tolerant plant palette that includes shade trees located so as to reduce solar impacts.

The Project would comply with the requirements in the City's Green Building Code and Title 24, which requires waterless urinals in the commercial spaces, low-flow toilets in all residential bathrooms, as well as low-flow faucets, showerheads and aerators. Roof structures, electrical systems and conduits would be installed to accommodate future photovoltaic panels in selected areas. Energy efficient lighting and Energy Star-rated appliances would also be used. Other low impact design measures such as the filtration and retention of stormwater run-off would be integrated into the Project. The Project would comply with

^a Assuming the Project-requested 10% reduction in total required useable open space and subtracting the private open space (balconies).

b 422 dwelling units x 50-sf balcony per unit.

the City's Green Building Code and include infrastructure to accommodate at least five percent of the Project's parking for electric automobiles.

Stormwater infiltration within the upper 20 to 30 feet of the ground is proposed by the Project. As part of its design, the Project would capture stormwater within an on-site drainage system and direct it to a series of gravel trenches that would be constructed within the private access roadway system that would be 10 feet from any structures or property lines. These trenches would infiltrate stormwater into the ground within 72 hours of capture.

The Project would also require that the recycling of asphalt, concrete, cardboard and other waste generated during demolition and construction be in accordance with City's waste management and recycling procedures. Wherever feasible, the construction would utilize a portion of recycled materials such as crushed-concrete sub-base in parking lots, fly ash-based concrete, and recycled content in structural elements.

H. Construction

The Project would be constructed over approximately 25 months. Construction activities would include the demolition of the existing structures and parking lot, earthwork/excavation, site development, and building construction. Demolition activities are anticipated to start in the fourth quarter of 2017, and construction completion and occupancy is anticipated in the first quarter of 2020. Major construction phases would be as follows:

- Demolition (entire site): 8 weeks (2 months)
- Earthwork (entire site): 5 weeks
- Site Development: 32 weeks (8 months)
- Building Construction (residential buildings, parking garage, retail shell): 40 weeks (10 months)
- Site Improvements (entire site): 12 weeks (3 months)

The Project would require a haul route permit and is estimated to require a net export of approximately 18,600 cubic yards from grading activities. The duration for export is estimated to be approximately 19 days. The expected outbound haul route for the Project would be a right turn from the Project Site to head south on Tobias Avenue, left turn to head east on Roscoe Boulevard, left turn to head north on Woodman Avenue, and a right turn to head northeast on Branford Street to the southbound Golden State Freeway (I-5) on-ramps. Exported materials would be disposed at the Manning Pit, located at 5121 Vincent Avenue in the City of Irwindale.

5. PROJECT OBJECTIVES

State CEQA Guidelines Section 15124(b) requires that a Project Description contain a "statement of the objectives sought by the proposed project." The objectives of the Project are the following:

 Provide for the efficient and functional development of an underutilized site, which is designated to allow for regional commercial development, through the replacement of vacant buildings and surface parking lots with new housing and commercial uses to meet community and regional demands;

The ICON at Panorama II. Project Description

a. Develop new housing to meet the needs of existing residents and projected population growth within the Mission Hills – Panorama City – North Hills Community Plan area.

- b. Provide for safe pedestrian and bicycle connectivity between the Project's residential and commercial areas, adjacent commercial uses, and nearby transit facilities.
- c. Promote pedestrian activity in the area by removing paved surface parking lots and vacant buildings, and activating the street frontage with ground level retail and commercial uses, sidewalks, street trees, and landscaping.
- 2) Foster local economic development and job creation in the Mission Hills Panorama City North Hills Community Plan Area and the San Fernando Valley; and
 - a. Develop a project with a balanced mix of uses to act as a catalyst and encourage investment in the commercial district.
 - b. Provide permanent job opportunities and temporary construction jobs.
 - c. Meet the demand from the immediate and surrounding community for a destination commercial center that includes diverse commercial uses and services, and pedestrian amenities.
- 3) Eliminate blight and enhance the visual quality of Panorama City by providing a new and attractive development in Panorama City.
 - Support infill development in an existing urban area to reduce "greenfield" development and urban sprawl.
 - b. Enhance the identity and appearance of the district by designing an integrated and architecturally-unified mixed-use development.

6. DISCRETIONARY ACTIONS AND APPROVALS

The City of Los Angeles Department of City Planning is the Lead Agency under CEQA for the Project. In order to permit development of the Project, the City may require approval of one or more of the following discretionary actions:

- Vesting Zone Change pursuant to Section 12.32-F from the [Q]C2-1-CDO and [Q]P-1-CDO zones to the [T][Q]C2-1-CDO zone over the entire site and request to modify [Q] Condition related to signage;
- (2) Site Plan Review;
- (3) Vesting Tentative Tract Map to vacate the existing alley and provide six airspace lots consistent with the proposed development and for a Haul Route Approval;
- (4) Master Conditional Use Permit for on-site and off-site alcoholic beverage sales and for live entertainment;
- (5) Conditional Use Permit for Commercial Corner to permit restaurants to extend hours of operation past 11:00 pm;
- (6) Community Design Overlay District review;

(7) Director's Decision for a 10 percent reduction in the total required usable open space;

- (8) Demolition, grading, excavation, and building permits; and
- (9) Other permits, ministerial or discretionary, may be necessary in order to execute and implement the Project. Such approvals may include, but are not limited to: landscaping approvals, exterior approvals, permits for driveway curb cuts, storm water discharge permits, and installation and hookup approvals for public utilities and related permits.

Federal, State, and regional agencies that may have administrative jurisdiction over some aspect of the Project include, but are not limited to:

- Regional Water Quality Board; and
- South Coast Air Quality Management District.