



# Metro

April 20, 2009

David J. Somers, Project Coordinator  
Room 750, City Hall  
Department of City Planning  
200 North Spring Street  
Los Angeles, CA 90012

Dear Mr. Somers:

Thank you for the opportunity to comment on the Draft Environmental Impact Report (DEIR) for The Plaza at the Glen Mixed Use Project. This letter conveys recommendations from the Los Angeles County Metropolitan Transportation Authority (Metro) concerning issues that are germane to our agency's statutory responsibilities in relation to the proposed project.

The Transportation section prepared for the Draft EIR satisfies the Congestion Management Program requirements for the proposed project. However, the following correction should be made to the Transit Impact Analysis for the Final EIR:

The description of Metro bus service on Page IV, K-5 which reads: "MTA Route 163/363 operates from West Hills to North Hollywood via Sherman Way and Hollywood Way" should be corrected as follows:

Metro Route 163 operates from West Hills to Sun Valley via Sherman Way and Route 363 from West Hills to North Hollywood Station via Sherman Way, Lankershim Boulevard. (Line 163 was restructured in June 2008 and no longer operates along the Hollywood Way. There is no change in the route of Line 363.)

15-1

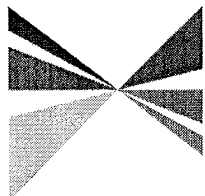
Metro looks forward to reviewing the Final EIR. If you have any questions regarding this response, please call me at 213-922-6908 or by email at chapmans@metro.net. Please send the Final EIR to the following address:

Metro CEQA Review Coordination  
One Gateway Plaza MS 99-23-2  
Los Angeles, CA 90012-2952  
Attn: Susan Chapman

Sincerely,

Susan Chapman  
Program Manager, Long Range Planning

SOUTHERN CALIFORNIA



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April 21, 2009

Mr. David Somers  
Room 750, City Hall  
Department of City Planning  
200 North Spring Street  
Los Angeles, CA 90012  
David.Somers@lacity.org

**RE: SCAG Comments on the Draft Environmental Impact Report (Report No. ENV-2007-4063-EIR) for The Plaza at the Glen Mixed Use Project [SCAG No. I20090025]**

Dear Mr. Somers,

Thank you for submitting the **Draft Environmental Impact Report (Report No. ENV-2007-4063-EIR) for the The Plaza at the Glen Mixed Use Project [SCAG No. I20090025]** to the Southern California Association of Governments (SCAG) for review and comment. SCAG is the authorized regional agency for Inter-Governmental Review of Programs proposed for federal financial assistance and direct development activities, pursuant to Presidential Executive Order 12372 (replacing A-95 Review). Additionally, pursuant to Public Resources Code Section 21083(d) SCAG reviews Environmental Impacts Reports of projects of regional significance for consistency with regional plans per the California Environmental Quality Act Guidelines, Sections 15125(d) and 15206(a)(1). SCAG is also the designated Regional Transportation Planning Agency and as such is responsible for both preparation of the Regional Transportation Plan (RTP) and Regional Transportation Improvement Program (RTIP) under California Government Code Section 65080 and 65082. As the clearinghouse for regionally significant projects per Executive Order 12372, SCAG reviews the consistency of local plans, projects, and programs with regional plans. This activity is based on SCAG's responsibilities as a regional planning organization pursuant to state and federal laws and regulations. Guidance provided by these reviews is intended to assist local agencies and project sponsors to take actions that contribute to the attainment of regional goals and policies.

SCAG staff has reviewed this project and determined that the proposed project is regionally significant per California Environmental Quality Act (CEQA) Guidelines, Sections 15125 and/or 15206. The proposed project would have 1,500,000 square feet (gross), comprising office, retail, entertainment, hospitality, and residential uses in a mixed-use format ranging from one to seven stories.

We have evaluated this project based on the policies of SCAG's Regional Transportation Plan (RTP) and Compass Growth Vision (CGV) that may be applicable to your project. The RTP and CGV can be found on the SCAG web site at: <http://scag.ca.gov/igr>. The attached detailed comments are meant to provide guidance for considering the proposed project within the context of our regional goals and policies. We also encourage the use of the SCAG List of Mitigation Measures extracted from the RTP to aid with demonstrating consistency with regional plans and policies. Please provide a copy of the Final Environmental Impact Report (FEIR) for our review. If you have any questions regarding the attached comments, please contact Bernard Lee at (213) 236-1800. Thank you.

Sincerely,

Jacob Lieb, Manager  
Assessment, Housing & EIR

16-1

DOCS#151071

The Regional Council is comprised of 83 elected officials representing 189 cities, six counties, five County Transportation Commissions, Imperial Valley Association of Governments and a Tribal Government representative within Southern California.

**COMMENTS ON THE DRAFT ENVIRONMENTAL IMPACT REPORT (DEIR) FOR  
THE PLAZA AT THE GLEN MIXED USE PROJECT - SCAG NO. I20090025**

**PROJECT DESCRIPTION**

The proposed project would be a mixed-use complex of 1,500,000 gross square feet, of which 1,300,000 would be rentable (net), situated on 12.5-acres, and would consist of the following uses (square footages denoted are net):

- 150 residential units in 200,000 square feet
- 230 hotel rooms in 151,500 square feet
- 550,000 square feet of office uses, of which 100,000 would be medical office
- 2,700-seat theater occupying 68,500 square feet
- 45,000 square foot health club
- 285,000 square feet of retail uses with 45,000 square foot market, 100,000 square feet of restaurant uses, and 140,000 square feet of other retail uses

The proposed project would range from one- to seven-stories in height, with lower profiles adjacent to residential uses to the north and northeast. A "village" setting would be created with pedestrian plazas and a trolley that would run through the middle of the project. A transit plaza is envisioned, with connections to DASH and MTA routes, and would also offer a ranger station, bathrooms, and bike racks. A three to four level subterranean parking garage would be developed and would have room for 3,312 vehicles.

The property is currently occupied by an existing retail/commercial center of approximately 152,000 square feet (including a health club, market, drug store, and bank), which would be demolished in order to allow for the property to be redeveloped with the proposed project. The site is zoned [Q]C2-1VL and is designated for Neighborhood Commercial uses, per the North Hollywood-Valley Village Community Plan. The project site has narrow frontage along W. Victory Boulevard to the south and is bordered by the Tujunga Wash channel on the west, single-family neighborhoods along Morse Avenue and Kittridge Street on the north and east, and a self-storage facility and church school also border on the east.

16-2

The following summarizes the local actions in the City of Los Angeles that are being sought by the proposed project:

- General Plan Amendment to revise the land use designation in the North Hollywood-Valley Village Community Plan from Neighborhood Commercial to Community Commercial;
- Zone Change from [Q]C2-1VL to [Q]C2-2D to permit development of structures in excess of 45 feet;
- Conditional Use Permits to permit sale of alcoholic beverages for on-site and off-site consumption, entertainment uses in a C2 zone (dancing and live music), development of a hotel within 500 feet of a residential zone, and construction of the transit plaza over the Tujunga Wash;
- Site Plan Review for the project;
- Approvals and permits from the Department of Building and Safety; and
- Zoning Administrator Determinations to permit shared parking at the levels being proposed and a transitional height variance.

In addition, a Flood Control Permit will need to be obtained from the Los Angeles County Flood Control District to allow construction of the transit plaza over the Tujunga Wash and additional permits may also be needed from the U.S. Army Corps of Engineers and the Los Angeles Regional Water Quality Control Board.

**PROJECT LOCATION**

The proposed project is a mixed-use development in the North Hollywood-Valley Village community of the

City of Los Angeles, located along multiple lots from 13003 to 13075 (excluding 13005) W. Victory Boulevard. W. Victory Boulevard is designated as a Class II Major Highway. The site is 13 miles northwest of Downtown Los Angeles.

Access to the project would be from Victory Boulevard at Ethel Avenue and also from Victory Boulevard at the eastern edge of the site.

The DEIR accounts for impacts of four additional parcels (13005 Victory Boulevard, 13001 Victory Boulevard/12930 Hamlin Street, 6455 Coldwater Canyon Boulevard, and 12901-12929 Victory Boulevard), known collectively as the Add Area, which may be re-designated as Community Commercial during the General Plan Amendment. There are currently no development proposals pending in the Add Area. The comments in this letter only address the project site and do not reflect additional development of the Add Area.

16-2  
cont.

**CONSISTENCY WITH REGIONAL TRANSPORTATION PLAN**

**Regional Growth Forecasts**

The DEIR should reflect the most current SCAG forecasts, which are the 2008 RTP (May 2008) Population, Household and Employment forecasts. The forecasts for your region and subregion are as follows:

**Adopted SCAG Regionwide Forecasts<sup>1</sup>**

	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>	<u>2035</u>
Population	19,418,344	20,465,830	21,468,948	22,395,121	23,255,377	24,057,286
Households	6,086,986	6,474,074	6,840,328	7,156,645	7,449,484	7,710,722
Employment	8,349,453	8,811,406	9,183,029	9,546,773	9,913,376	10,287,125

16-3

**Adopted City of Los Angeles Subregion Forecasts<sup>1</sup>**

	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>	<u>2035</u>
Population	4,140,516	4,214,082	4,292,139	4,367,538	4,440,017	4,509,435
Households	1,386,658	1,445,177	1,506,564	1,554,478	1,600,754	1,638,823
Employment	1,860,672	1,905,337	1,933,860	1,967,393	2,003,196	2,037,472

1. The 2008 RTP growth forecast at the regional and subregional levels was adopted by the Regional Council in May 2008.

**SCAG Staff Comments:**

The Draft EIR appears to utilize a draft version of the 2008 Regional Transportation Plan growth forecasts, as the growth forecast figures used in the Draft EIR appear to be slightly different than those indicated above. The final version, released in May 2008, is reflected in the preceding tables for the entire SCAG region and the City of Los Angeles subregion. The Final EIR should incorporate the final growth forecasts from the 2008 Regional Transportation Plan.

The **2008 Regional Transportation Plan (RTP)** also has goals and policies that are pertinent to this proposed project. This RTP links the goal of sustaining mobility with the goals of fostering economic development, enhancing the environment, reducing energy consumption, promoting transportation-friendly

development patterns, and encouraging fair and equitable access to residents affected by socio-economic, geographic and commercial limitations. The RTP continues to support all applicable federal and state laws in implementing the proposed project. Among the relevant goals and policies of the RTP are the following:

**Regional Transportation Plan Goals:**

- RTP G1** *Maximize mobility and accessibility for all people and goods in the region.*
- RTP G2** *Ensure travel safety and reliability for all people and goods in the region.*
- RTP G3** *Preserve and ensure a sustainable regional transportation system.*
- RTP G4** *Maximize the productivity of our transportation system.*
- RTP G5** *Protect the environment, improve air quality and promote energy efficiency.*
- RTP G6** *Encourage land use and growth patterns that complement our transportation investments.*
- RTP G7** *Maximize the security of our transportation system through improved system monitoring, rapid recovery planning, and coordination with other security agencies.*

**SCAG Staff Comments:**

The proposed project partially meets consistency with the Regional Transportation Plan Goals. RTP goals G2, G3, and G7 are not applicable.

The proposed project would partially meet consistency with goal RTP G1. Mobility pertains to the speed at which one may travel and the delay, or difference between the actual travel time and travel time that would be experienced if a person traveled at the legal speed limit. Accessibility measures how well the transportation system provides people access to opportunities, such as jobs, education, shopping, recreation, and medical care. The proposed project would generally lower Levels of Service at nearby intersections, per Table IV.K-17 (Future Traffic Conditions with Project Only), several of which are already operating at level D and lower. After incorporating mitigation measures, located on pages IV.K-33 and IV.K-34, Table IV.K-23 (Future Traffic Conditions with Project + Mitigation) indicates that Levels of Service at nearby intersections would be generally lower than the Future Without Project scenario. However, transit and other alternate modes would be an option as well. With regard to accessibility, the proposed project's mixed-use nature places many opportunities on-site, which would at least provide residents and hotel guests with a high level of accessibility.

It is difficult to determine consistency with goal RTP G4. Productivity is a system efficiency measure that reflects the degree to which the transportation system performs during peak demand conditions. Based on Table IV.K-23 (Future Traffic Conditions with Project + Mitigation), several intersections are operating at a volume-to-capacity ratio approaching and greater than 1.0.

The proposed project would partially meet consistency with goal RTP G5. Pages II-24 and II-25 in Section II (Project Description) discuss how the proposed project aims to benefit the environment and promote energy efficiency by making improvements along the Tujunga Wash Greenway, incorporating sustainability through efforts such as LEED New Construction certification for buildings, LEED Neighborhood Development certification, incorporating retention boxes and swales, and including over 5 acres of open spaces into the project. The proposed project would impact air quality, resulting in a significant and unavoidable regional operations impact. However, on page IV.B-42, the Operational Phase section states that "Mitigation Measure IV.B-18 would help to reduce mobile emissions by increasing awareness of public transportation options, which would lower daily vehicle trips. In section IV.K (Transportation and Circulation), page IV.K-38 states "the effectiveness of the proposed multi-modal transit center which is proposed by the project cannot be measured" and other modes such as walking and biking have not been incorporated into the analysis. And page IV.B-50 mentions that "The project includes a transit plaza intended to integrate transit opportunities in to the project. The mix of uses on-site would also reduce trips." While not quantified, the alternate transportation modes and the mixed-use nature of the project may mitigate air quality impacts. In addition, mitigation measure IV.B-18 should encourage the use of transit by residents of the project.

16-3  
cont.



The proposed project meets consistency with goal RTP G6. The planned transit plaza, described on page II-23, intends to provide easy access to the MTA Orange Line Woodman stop, which is approximately 1.2 miles to the southwest, via the DASH. In addition, the proposed project would enhance bus shelters and landscaping for the MTA route 164 stop.

It would be helpful if the Final EIR provides an update of the proposed transit service to the project site and potential additional air quality mitigation measures, such as reduced parking requirements and connections to bicycle/pedestrian paths, as a way to discourage driving and to encourage alternate transportation modes, and a quantification of air quality improvement that may result from the mixed-use nature of the project and the use of alternate transportation modes.

16-3  
cont.

## **GROWTH VISIONING**

The fundamental goal of the **Compass Growth Visioning** effort is to make the SCAG region a better place to live, work and play for all residents regardless of race, ethnicity or income class. Thus, decisions regarding growth, transportation, land use, and economic development should be made to promote and sustain for future generations the region's mobility, livability and prosperity. The following "Regional Growth Principles" are proposed to provide a framework for local and regional decision making that improves the quality of life for all SCAG residents. Each principle is followed by a specific set of strategies intended to achieve this goal.

### ***Principle 1: Improve mobility for all residents.***

- GV P1.1** *Encourage transportation investments and land use decisions that are mutually supportive.*
- GV P1.2** *Locate new housing near existing jobs and new jobs near existing housing.*
- GV P1.3** *Encourage transit-oriented development.*
- GV P1.4** *Promote a variety of travel choices*

### **SCAG Staff Comments:**

The proposed project meets consistency with Growth Visioning Principle 1. With regard to principles GV P1.1 and GV P1.3, the proposed project is partially consistent. The planned transit plaza, described on page II-23, intends to provide service that would offer easy access to the MTA Orange Line Woodman stop, which is approximately 1.2 miles to the southwest. Ideally, the proposed project would be located no more than 0.5 miles from the MTA Orange Line stop, in which case it would be entirely consistency with GV P1.1 and GV P1.3. However, the proposed project at least proposes a transit connection to a higher-capacity transit line like the MTA Orange Line.

The proposed project meets consistency with GV P1.2, as its mixed-use program, described on page II-1 in the Project Characteristics subsection, incorporates residential uses with employment-oriented uses, specifically office and medical office.

With regard to GV P1.4, the proposed project meets consistency, since it intends to incorporate transit, through creation of the transit plaza (described on page II-23) and would connect bicycle/pedestrian paths along the Tujunga Wash with the transit plaza (described in the LA River-Tujunga Wash Channel Frontage paragraph on page II-24).

16-4

### ***Principle 2: Foster livability in all communities.***

- GV P2.1** *Promote infill development and redevelopment to revitalize existing communities.*
- GV P2.2** *Promote developments, which provide a mix of uses.*
- GV P2.3** *Promote "people scaled," walkable communities.*

**GV P2.4** *Support the preservation of stable, single-family neighborhoods.*

**SCAG Staff Comments:**

The proposed project meets consistency with Growth Visioning Principle 2. Per page II-3, the proposed project is a redevelopment of an existing 152,000 square foot commercial center. Therefore the proposed project is consistent with GV P2.1.

The proposed project, described on page II-1 in the Project Characteristics subsection, would provide a mix of uses: retail, health club, theater, office, medical office, residential, and hotel. As a result, the project would meet consistency with GV P2.2.

As described on page II-1 in the Project Characteristics subsection, the proposed project "is intended to create a "village" like setting that includes low-rise rooftop spaces for pedestrian plazas." In addition, the proposed project would connect the bicycle/pedestrian paths along the Tujunga Wash with the transit plaza, as described in the LA River-Tujunga Wash Channel Frontage paragraph on page II-24. Therefore the project meets consistency with GV P2.3.

Given that the proposed project intends to provide 150 units of housing, as noted on page II-1 in the Project Characteristics subsection, and is a redevelopment of an existing commercial center, the proposed project helps to relieve housing demand pressure, which in turn may save single-family neighborhoods from upzoning, and does not destroy any single-family housing units.

***Principle 3: Enable prosperity for all people.***

- GV P3.1** *Provide, in each community, a variety of housing types to meet the housing needs of all income levels.*
- GV P3.2** *Support educational opportunities that promote balanced growth.*
- GV P3.3** *Ensure environmental justice regardless of race, ethnicity or income class.*
- GV P3.4** *Support local and state fiscal policies that encourage balanced growth*
- GV P3.5** *Encourage civic engagement.*

16-4  
cont.

**SCAG Staff Comments:**

It is generally difficult to determine whether the proposed project is consistent with Growth Visioning Principle 3. Per Table IV.H-5 (Project Comparison of Applicable Objectives of the North Hollywood-Valley Village Community Plan), the proposed project would offer 102 two-bedroom rental units and 48 three-bedroom for-sale units. The residential program does not offer enough variety to satisfy the needs of all income levels and as a result is only partially consistent with GV P3.1.

It is difficult to determine whether the proposed project meets consistency with GV P3.2 and GV P3.4. The proposed project is an example of balanced growth, with its multitude of uses. The Draft EIR does not explicitly state whether it would offer educational opportunities that would highlight itself as an example of balanced growth. Also, the Draft EIR does not discuss the proposed project's acceptability from a local or state fiscal policy standpoint.

It is difficult to determine whether the proposed project meets consistency with GV P3.3. Table IV.B-11 (Daily Operations Emissions – Proposed Project) shows that the proposed project would exceed SCAQMD air quality thresholds, for all but one criteria pollutant. However, from the Draft EIR, it is difficult to determine whether the on-site population and local surrounding residents would represent a disproportionate share of a certain race, ethnicity, or income class.

Finally, based on the Draft EIR, it is difficult to determine whether the proposed project would

meet consistency with GV P3.5, as it is not known whether it would encourage civic engagement.

**Principle 4: Promote sustainability for future generations.**

- GV P4.1 *Preserve rural, agricultural, recreational, and environmentally sensitive areas*
- GV P4.2 *Focus development in urban centers and existing cities.*
- GV P4.3 *Develop strategies to accommodate growth that uses resources efficiently, eliminate pollution and significantly reduce waste.*
- GV P4.4 *Utilize "green" development techniques*

**SCAG Staff Comments:**

The proposed project meets consistency with Growth Visioning Principle 4. Per the LA River-Tujunga Wash Channel Frontage paragraph on page II-24, the proposed project would enhance Greenway plantings adjacent to the site and would offer walkways between the project site and the Greenway. Therefore, the proposed project meets consistency with GV P4.1.

16-4  
cont.

The proposed project is an example of redevelopment in a well-urbanized area within the City of Los Angeles and meets consistency with GV P4.2.

Pages II-24 and II-25 in Section II (Project Description) discuss how the proposed project aims to benefit the environment and promote energy efficiency by incorporating sustainability features such as achieving LEED certification for buildings and for the overall community under the Neighborhood Development standard, and incorporating retention boxes and swales into the project. In addition, according to the Project Construction subsection on page II-25, approximately 50% of construction waste will be recycled and/or salvaged. Therefore the project meets consistency with GV P4.3 and GV P4.4.

**CONCLUSION**

On the whole, the proposed project meets partial consistency with SCAG's Regional Transportation Plan Goals and Growth Visioning Principles. In cases where consistency with Regional Transportation Plan Goals and Growth Visioning Principles may be determined, the project meets consistency for a majority of goals/principles. The Final EIR should incorporate the 2008 RTP (adopted May 2008) Population, Household and Employment forecasts, as well as proposing additional air quality mitigation measures and quantifying the air quality improvement that would result from use of alternate transportation modes.

16-5

All feasible measures needed to mitigate any potentially negative regional impacts associated with the proposed project should be implemented and monitored, as required by CEQA. Refer to the SCAG List of Mitigation Measures for additional guidance, which may be found here:

[http://www.scaq.ca.gov/lqr/documents/SCAG\\_IGRMMRP\\_2008.pdf](http://www.scaq.ca.gov/lqr/documents/SCAG_IGRMMRP_2008.pdf)

16-6

When a project is of statewide, regional, or areawide significance, transportation information generated by a required monitoring or reporting program shall be submitted to SCAG as such information becomes reasonably available, in accordance with CEQA, Public Resource Code Section 21018.7, and CEQA Guidelines Section 15097 (g).

16-7



**From:** "Del Nostro, Donna"  
**To:** , , "Del Nostro, Donna" , , , "Terry Anderson (GVGC Neighborhood Council)" , "ANNABELLE WHETTAM (work)"  
**Date:** 4/14/2009 8:23 AM  
**Subject:** SUBJECT: DASHER-LAWLESS AND J. H. SNYDER  
 COMMERCIAL CONSTRUCTION ON VICTORY BLVD. IN  
 NORTH HOLLYWOOD

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As another homeowner who lives in the area affected by these new commercial sites, I would also like add a letter of protest. I have lived in the area for 35 years and have seen traffic increases over the years. These sites will add a tremendous amount of traffic to Victory Blvd, Whitsett Ave, Laurel Canyon Blvd and Coldwater Canyon Blvd, not to mention the surrounding smaller streets that people will use to try and avoid the traffic. At this time, when coming off the southbound 101 freeway between 4:00 and 6:00pm in the evening is a nightmare. It can take a half hour just to get off the off-ramp. Why would you allow construction of new housing projects when almost every apartment, condo complex and many houses are for rent now in the neighborhood. And will these be high end condos and apartments? The lower cost housing in the neighborhood has many vacancies now, and in this economy, how would you expect these new units to sell or rent? Aren't we supposed to be improving the economy, not adding to the empty housing problems? I know construction will create jobs but these are only temporary. Businesses in the neighborhood are already closing. How will adding more businesses help? And parking? This will become more of a nightmare than it is now. Do we want to have to look at seven story parking structures in the neighborhood or five story buildings? This is why have a limit on the height of buildings in the neighborhood now.

17-1

I live on Whitsett Ave and the traffic there is already bad. Many construction trucks use Whitsett as their through street to get to the dumps and rock quarries. I can just imagine how many more truck will be going up and down our street with all this construction. We have been trying for at least a year to have the city fix the hump in the street in front of our house. They just seem to ignore us. Every time a large truck hits this hump, our house shakes like we are having a four point earthquake. We just had some remodeling done and are just waiting until we get cracks in the new walls like the old ones had. These were caused by all the trucks and the hump in the street.

17-2

Another point is that the City keeps telling us to conserve water and power. How can you talk about rationing water for us and encouraging power conservation when you are considering approving these huge construction projects that will take much more water and power than we use now. We can't water our lawns and plants or wash down our sidewalks. You think they won't be using much water during and after construction? We know that they have to keep the dust down at construction sites and they do this

17-3

Please consider the people who live here and have lived here for many years. Your construction projects are just going to chase people out of the neighborhoods. If I wanted to live downtown, I would move there. If these projects are approved, we will definitely move out of the neighborhood we have lived in for 35 years.

17-4

Thank you for considering our point of view.

James and Donna Del Nostro  
 6530 Whitsett Ave  
 North Hollywood, CA 91606  
 818 769-7336

## ***Draft Environmental Impact Reports ( DEIR's )***

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### **NOTE:**

All comments must be submitted in writing to the Environmental Review Unit, City of Los Angeles Planning Department, 200 N. Spring, 7th Floor, Los Angeles, California, 90012 by 5:00 p.m. on the final day of the circulation period.

### **Plaza at the Glen Mixed Use Project**

Case No. ENV 2007-4063- EIR State Clearinghouse Number: 2007121170

Council District: 2 Community Plan Area: North Hollywood-Valley Village

Project Address: 13003 - 13075 Victory Boulevard

**Project Description:** The proposed project would develop the site with a 1,300,000 net (or rentable) square foot (up to 1,500,000 gross square feet) urban community that provides employment, services, entertainment, lodging and housing, while integrating transit, and urban amenities into a single mixed-use development. Specifically, the project would provide 150 multi-family residential units, a 230 room hotel, approximately 550,000 net square feet of office space (of which 100,000 net square feet would be medical office), a 2,700 seat theater complex, a 45,000 net square foot gym and 285,000 net square feet of shopping center which is broken down as follows; 140,000 net square feet of retail, 100,000 net square feet of restaurant space, and a 45,000 net square-foot market. Development would range from a minimum of one-story to a maximum of seven stories in order to spread density around the site and maintain lower profiles around site edges, specifically adjacent to residential uses to the north and northeast. The project is intended to create a "village" like setting that includes using low-rise rooftop spaces for pedestrian plazas, amenities and circulation, and a trolley that runs through the middle of the project. A transit plaza would also be developed over the Tujunga Wash between Victory Boulevard and Ethel Avenue and extending about 250 feet north of the current Ethel Avenue bridge. The transit plaza would cover the Wash as well as portions of the recently-planted Greenway adjacent to the Wash. The transit plaza would have the intention of connecting to an extension of an existing DASH route and Orange Line Busway, providing direct transit access to the San Fernando Valley and greater Los Angeles area as well as to an existing MTA bus route connecting the project to Warner Center and the City of Burbank Business District. Subterranean parking for 3,312 vehicles is proposed, requiring excavation of approximately 592,000 cubic yards of material to create 3-4 levels of subterranean parking. As with the current site, access would be from Victory Boulevard at Ethel Avenue. A second access would be provided off Victory Boulevard at the eastern property boundary.

**REVIEW LOCATIONS:** The environmental impact report is available for review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012 and other locations.

Annabelle Whettam  
12358 Sylvan Street  
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Annabelle1122@yahoo.com  
April 7, 2009

**SUBJECT: DASHER-LAWLESS AND J. H. SNYDER COMMERCIAL CONSTRUCTION ON VICTORY BLVD. IN NORTH HOLLYWOOD**

Having looked over all the various changes that are proposed for both of these extreme commercial building sites, I am extremely concerned since I live between both of them. Traffic flow studies never took into account the two other business expansions that will be happening on Victory Blvd, one across the street from the Concorde Career Center, and one at the corner of Whitsett and Victory. These will add more traffic also, and they were not considered important enough to count

18-1

My family purchased a home in this area of North Hollywood after studying all areas of the City of Los Angeles and determined that we wanted to be in an area that would remain suburban, mainly single family homes. Having to drive some distance to go to large shopping malls was not a problem for our family. Went to the Grove once, won't go again! I found it very inconvenient, crowded, noisy, expensive, and the parking in that several story structure was very frustrating.

18-2

We were lucky for about 25 years. Now you want to bring the chaos that comes with these large buildings, hotels, movie theaters, bowling alleys, big box businesses, and various restaurants.

**The City offered wonderful solutions to the parking:**

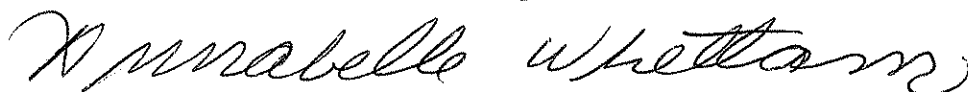
**Reducing the number of cars permitted by the City for the size of the planned site,  
Park the "reduced" number of cars in subterranean parking structures or in seven-story parking structures**

So: here is how it will go:

1. More cars on Victory Blvd., Coldwater Canyon, Whitsett and Laurel Grove.
2. Reduced parking available at each site, so where do the excess cars go?
3. Parking will occur on side streets, blocking residents from parking near their own homes, just like living next to Ventura Blvd. Everyone say PARKING BY PERMIT ONLY.
4. Lost people looking for the hotel will be driving on our side streets. BUT YOU SAID THERE WOULD BE NO NEW TRAFFIC.
5. If you want to go to the store for just a few items, you will have to drive further away through more traffic, thus burning more gas in your car.
6. Mexico City was forced to shut off water to thousands of residents for two days this month, how long before Los Angeles is forced to do the same?
7. Every apartment or condo I have driven past today has an ad for vacancies.
8. How can we add more of these apartments/condos if we can't fill the ones that are here now?
9. Exiting the 101 freeway onto Victory Blvd will really become a nightmare. I never exit onto Victory, but go to Oxnard. How many will follow?

18-3

Anyone have any brilliant suggestions for solving the above problems? Here's mine, don't allow these to be built now. How about another park, or soccer, baseball, football field for our kids?



## ***Draft Environmental Impact Reports ( DEIR's )***

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**NOTE:**

All comments must be submitted in writing to the Environmental Review Unit, City of Los Angeles Planning Department, 200 N. Spring, 7th Floor, Los Angeles, California, 90012 by 5:00 p.m. on the final day of the circulation period.

### **Plaza at the Glen Mixed Use Project**

Case No. ENV 2007-4063-  
EIR State Clearinghouse Number: 2007121170

Council District: 2 Community Plan Area: North Hollywood-Valley Village

Project Address: 13003 - 13075 Victory Boulevard

**Project Description:** The proposed project would develop the site with a 1,300,000 net (or rentable) square foot (up to 1,500,000 gross square feet) urban community that provides employment, services, entertainment, lodging and housing, while integrating transit, and urban amenities into a single mixed-use development. Specifically, the project would provide 150 multi-family residential units, a 230 room hotel, approximately 550,000 net square feet of office space (of which 100,000 net square feet would be medical office), a 2,700 seat theater complex, a 45,000 net square foot gym and 285,000 net square feet of shopping center which is broken down as follows; 140,000 net square feet of retail, 100,000 net square feet of restaurant space, and a 45,000 net square-foot market. Development would range from a minimum of one-story to a maximum of seven stories in order to spread density around the site and maintain lower profiles around site edges, specifically adjacent to residential uses to the north and northeast. The project is intended to create a "village" like setting that includes using low-rise rooftop spaces for pedestrian plazas, amenities and circulation, and a trolley that runs through the middle of the project. A transit plaza would also be developed over the Tujunga Wash between Victory Boulevard and Ethel Avenue and extending about 250 feet north of the current Ethel Avenue bridge. The transit plaza would cover the Wash as well as portions of the recently-planted Greenway adjacent to the Wash. The transit plaza would have the intention of connecting to an extension of an existing DASH route and Orange Line Busway, providing direct transit access to the San Fernando Valley and greater Los Angeles area as well as to an existing MTA bus route connecting the project to Warner Center and the City of Burbank Business District. Subterranean parking for 3,312 vehicles is proposed, requiring excavation of approximately 592,000 cubic yards of material to create 3-4 levels of subterranean parking. As with the current site, access would be from Victory Boulevard at Ethel Avenue. A second access would be provided off Victory Boulevard at the eastern property boundary.

**REVIEW LOCATIONS:** The environmental impact report is available for review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012 and other locations.

1) Los Angeles Department of City Planning - 6262 Van Nuys Boulevard, Suite 351, Van Nuys, CA 91401



GAIL FARBER, Director

# COUNTY OF LOS ANGELES

## DEPARTMENT OF PUBLIC WORKS

*"To Enrich Lives Through Effective and Caring Service"*

900 SOUTH FREMONT AVENUE  
ALHAMBRA, CALIFORNIA 91803-1331  
Telephone: (626) 458-5100  
<http://dpw.lacounty.gov>

ADDRESS ALL CORRESPONDENCE TO:  
P.O. BOX 1460  
ALHAMBRA, CALIFORNIA 91802-1460

IN REPLY PLEASE  
REFER TO FILE: **LD-1**

April 21, 2009

Mr. David Somers, Assistant Planner  
Department of City Planning  
200 North Spring Street, Room 750  
Los Angeles, CA 90012

Dear Mr. Somers:

**NOTICE OF COMPLETION AND AVAILABILITY OF  
DRAFT ENVIRONMENTAL IMPACT REPORT FOR  
THE PLAZA AT THE GLEN MIXED USE PROJECT  
ENV-2007-4063-EIR  
STATE CLEARINGHOUSE NO. 2007121170  
CITY OF LOS ANGELES**

Thank you for the opportunity to review the environmental document for the subject project. The proposed project would develop the site with a 1,300,000 net square foot urban community that provides employment, services, entertainment, lodging and housing, while integrating transit, and urban amenities into a single mixed-use development.

The following comments are for your consideration and relate to the environmental document only:

Watershed/Drainage

The Los Angeles County Flood Control District (LACFCD) recently constructed a greenway at the proposed project site. The project proponent should present alternate designs in the Draft Environmental Impact Report for the proposed channel overbuild and greenway restoration within LACFCD right of way.

For questions regarding the watershed comment above, please contact Ms. Angela George at (626) 458-4341.

19-1



Mr. David Somers  
April 21, 2009  
Page 2

### Flood Maintenance

The County of Los Angeles Department of Public Works maintains Tujunga Wash, a facility that forms this project's western boundary. If any storm drains from this new project are connected to this channel, a LACFCD construction permit is required. The proposed access ramp and driveway appear to be built over the Tujunga Wash. Any new structure over Tujunga Wash also requires a LACFCD construction permit.

19-2

The new structure over Tujunga Wash shall have at least the same vertical clearance as Victory Boulevard bridge.

For questions regarding the flood maintenance comments above, please contact Mr. Chien-Hao Chen at (818) 896-0594.

### Storage Space for Recyclables

The California Solid Waste Reuse and Recycling Access Act of 1991, as amended, requires each development project to provide an adequate storage area for collection and removal of recyclable materials. The environmental document should include/discuss standards to provide adequate recyclable storage areas for collection/storage of recyclable and green waste materials for this project.

19-3

For questions regarding the environmental comments above, please contact Mr. Corey Mayne at (626) 458-3524.

If you have any other questions or require additional information, please contact Mr. Toan Duong at (626) 458-4921.

Very truly yours,

GAIL FARBER  
Director of Public Works

  
for DENNIS HUNTER, PLS PE  
Assistant Deputy Director  
Land Development Division

MA:ca

P:\dpub\CEQA\CDM\ CITY OF LA - THE PLAZA AT THE GLEN MIXED USE PROJECT-NOC\DEIR.doc

**CITY OF LOS ANGELES**

## INTER-DEPARTMENTAL CORRESPONDENCE

May 14, 2009

To: Department of City Planning  
Environmental Review Section  
200 N. Spring Street, Room 750  
Los Angeles, CA 90012  
Attn: Oliver Netburn, City of Los Angeles, Planning Assistant

From: Fire Department

Subject: The Plaza @ The Glen  
ENV 2007-4063-EIR

**PROJECT LOCATION**

13007 – 13075 Victory Boulevard

**PROJECT DESCRIPTION**

The proposed project would develop the site with a 1,300,000 net (or rentable) square foot (up to 1,500,000) gross square feet) urban community that provides employment, services, entertainment, lodging and housing, while integrating transit, and urban amenities into a single mixed-use development. Specifically, the project would provide 150 multi-family residential units, a 230 room hotel, approximately 550,000 net square feet of office space (of which 100,000 net square feet would be medical office), a 2,700 seat theater complex, a 45,000 net square foot gym and 285,000 net square feet of shopping center which is broken down as follows; 140,000 net square feet of retail, 100,000 net square feet of restaurant space, and a 45,000 net square-foot market. Development would range from a minimum of one-story to a maximum of seven stories in order to spread density around the site and maintain lower profiles around site edges, specifically adjacent to residential uses to the north and northeast. The project is intended to create a "village" like setting that includes using low-rise rooftop spaces for pedestrian plazas, amenities and circulation, and a trolley that runs through the middle of the project. A transit plaza would also be developed over the Tujunga Wash between Victory Boulevard and Ethel Avenue and extending about 250 feet north of the current Ethel Avenue bridge. The transit plaza would cover the Wash as well as portions of the recently planted Greenway adjacent to the Wash. The transit plaza would have the intention of connecting to an extension of an existing Dash route and Orange Line Busway, providing direct transit access to the San Fernando Valley and greater Los Angeles area as well as to an existing MTA bus route connecting the project to Warner Center and the City of Burbank Business District. Subterranean parking for 3,312 vehicles is proposed, requiring excavation of approximately 592,000 cubic yards of material to create 3-4 levels of subterranean parking. As with the current site, access would be from Victory Boulevard at Ethel Avenue. A second access would be provided off Victory Boulevard at Ethel Avenue. A second access would be provided off Victory Boulevard at the eastern property boundary.

The following items are of major concern to this Department and should be included in the Final Environmental Impact Report:

A. Fire Flow

The adequacy of fire protection for a given area is based on required fire-flow, response distance from existing fire stations, and this Department's judgment for needs in the area. In general, the required fire-flow is closely related to land use. The quantity of water necessary for fire protection varies with the type of development, life hazard, occupancy, and the degree of fire hazard.

Fire-flow requirements vary from 2,000 gallons per minute (G.P.M.) in low density residential areas to 12,000 G.P.M. in high-density commercial or industrial areas. A minimum residual water pressure of 20 pounds per square inch (P.S.I.) is to remain in the water system, with the required gallons per minute flowing. The required fire-flow for this project has been set at 6,000 – 9,000 G.P.M. from four to six fire hydrants flowing simultaneously.

Improvements to the water system in this area may be required to provide 6,000 – 9,000 G.P.M. fire-flow. The cost of improving the water system may be charged to the developer. For more detailed information regarding water main improvements, the developer shall contact the Water Services Section of the Department of Water and Power.

20-1

B. Response Distance, Apparatus, and Personnel

Based on a required fire-flow of 6,000 – 9,000 G.P.M., the first-due Engine Company should be within 1 mile(s), the first-due Truck Company within 1 1/2 mile(s).

The Fire Department has existing fire stations at the following locations for initial response into the area of the proposed development:

Fire Station No. 102  
13200 Burbank Boulevard  
Van Nuys, CA 91401  
Task Force Truck and Engine Company  
Staff - 10  
Miles – 1.1 miles

Fire Station No. 39  
14415 Sylvan Street  
Van Nuys, CA 91401  
Task Force Truck and Engine Company  
Hazardous Materials Squad  
Paramedic Rescue Ambulance  
Battaion 10 Headquarters  
Staff – 17  
Miles – 1.7 miles

Fire Station No. 89  
7063 Laurel Cyn. Boulevard  
Task Force Truck and Engine Company  
Paramedic Rescue Ambulance  
Staff – 12  
Miles – 2.2 miles

Fire Station No. 60  
5320 Tujunga Avenue  
North Hollywood, CA 91601  
Task Force Truck and Engine Company  
Paramedic Rescue Ambulance  
EMT Rescue Ambulance, Batt 14 Headqrtrs  
Staff – 15  
Miles – 3.1 miles

Fire Station No. 78  
4230 Coldwater Cyn. Boulevard  
Studio City, CA 91604  
Paramedic Engine Company  
Staff – 4  
Miles – 3.0

The above distances were computed from Street Index program and are approximations to the furthest most portion of the project from each fire station.

Based on these criteria (response distance from existing fire stations), fire protection would be considered **(adequate)**.

At least two different ingress/egress roads for each area, which will accommodate major fire apparatus and provide for major evacuation during emergency situations, shall be required.

The proposed trolley route must be separate from the dedicated Fire lane.

Adequate off-site public and on-site private fire hydrants may be required. Their number and location to be determined after the Fire Department's review of the plot plan.

Irrigated and managed greenbelts around the perimeter of all structures for a distance of **100** feet shall be considered as a buffer between the brush and the proposed project.

All landscaping shall use fire-resistant plants and materials. A list of such plants is available from the Fire Department Brush Clearance Unit (818) 374-1111.

All homes shall have noncombustible roofs. (Non-wood)

20-1  
cont.

The brush in the area adjacent to the proposed development shall be cleared or thinned periodically by the homeowner's Association under supervision to the Los Angeles City Fire Department in order to reduce the risk of brush fires spreading to the homes.

In order to mitigate the inadequacy of fire protection in travel distance, sprinkler systems will be required throughout any structure to be built, in accordance with the Los Angeles Municipal Code, Section 57.09.07.

Construction of public or private roadway in the proposed development shall not exceed 15 percent in grade.

Private development shall conform to the standard street dimensions shown on Department of Public Works Standard Plan S-470-0.

This project is located in the very high fire hazard severity zone and shall comply with requirements set forth in the City of Los Angeles Municipal Code 57.25.01.

Mitigating measures shall be considered. These measures shall include, but not be limited to the following:

- a. Boxed-in eaves.
- b. Single pane, double thickness (minimum 1/8" thickness) or insulated windows.
- c. Non-wood siding.
- d. Exposed wooden members shall be two inches nominal thickness.
- e. Noncombustible finishes.

Submit plot plans indicating access road and turning area for Fire Department approval.

C. Firefighting Personnel Access

During demolition, the Fire Department access will remain clear and unobstructed.

Access for Fire Department apparatus and personnel to and into all structures shall be required.

No proposed development utilizing cluster, group, or condominium design of one or two family dwellings shall be more than 150 feet from the edge of the roadway of an improved street, access road, or designated fire lane.

20-1  
cont.



D. Firefighting Apparatus Access

The proposed trolley route must be separate from the dedicated Fire lane.

No building or portion of a building shall be constructed more than 150 feet from the edge of a roadway of an improved street, access road, or designated fire lane.

The entrance or exit of all ground dwelling units shall not be more than 150 feet from the edge of a roadway of an improved street, access road, or designated fire lane.

Fire lane width shall not be less than 20 feet. When a fire lane must accommodate the operation of Fire Department aerial ladder apparatus or where fire hydrants are installed, those portions shall not be less than 28 feet in width.

Where access for a given development requires accommodation of Fire Department apparatus, overhead clearance shall not be less than 14 feet.

All structures should be fully sprinklered.

Adequate public and private fire hydrants shall be required.

The Fire Department may require additional vehicular access where buildings exceed 28 feet in height.

No framing shall be allowed until the roadway is installed to the satisfaction of the Fire Department.

Any required fire hydrants to be installed shall be fully operational and accepted by the Fire Department prior to any building construction.

All parking restrictions for fire lanes shall be posted and/or painted prior to any Temporary Certificate of Occupancy being issued.

No building or portion of a building shall be constructed more than 300 feet from an approved fire hydrant. Distance shall be computed along path of travel. Exception: Dwelling unit travel distance shall be computed to front door of unit.

A "Top Change" will be required on the closest fire hydrant to upgrade from a single 2 1/2" to a 2 1/2" x 4".

Where rescue window access is required, provide conditions and improvements necessary to meet accessibility standards as determined by the Los Angeles Fire Department.

20-1  
cont .

All public street and fire lane cul-de-sacs shall have the curbs painted red and/or be posted "No Parking at Any Time" prior to the issuance of a Certificate of Occupancy or Temporary Certificate of Occupancy for any structures adjacent to the cul-de-sac.

Fire lanes, where required and dead ending streets shall terminate in a cul-de-sac or other approved turning area. No dead ending street or fire lane shall be greater than 700 feet in length or secondary access shall be required.

All access roads, including fire lanes, shall be maintained in an unobstructed manner, removal of obstructions shall be at the owner's expense. The entrance to all required fire lanes or required private driveways shall be posted with a sign no less than three square feet in area in accordance with Section 57.09.05 of the Los Angeles Municipal Code.

Any roof elevation changes in excess of 3 feet may require the installation of ships ladders.

Plans showing areas to be posted and/or painted, "FIRE LANE NO PARKING" shall be submitted and approved by the Fire Department prior to building permit application sign-off.

Electric Gates approved by the Fire Department shall be tested by the Fire Department prior to Building and Safety granting a Certificate of Occupancy.

Those plot plans be approved by the Fire Department showing fire hydrants and access for each phase of the project prior to the recording of the final map for that phase. Each phase shall comply independently with code requirements.

20-1  
cont.

## CONCLUSION

Project implementation will increase the need for fire protection and emergency medical services in this area.

At present, there are no immediate plans to increase Fire Department staffing or resources in those areas, which will serve the proposed project.

The inclusion of the above recommendations along with any additional recommendations made during later reviews of the proposed project, will reduce the impacts to an acceptable level.

Definitive plans and specifications shall be submitted to this Department and requirements for necessary permits satisfied prior to commencement of any portion of this project.

The Los Angeles Fire Department continually evaluates fire station placement and overall Department services for the entire City, as well as specific areas. The development of this proposed project, along with other approved and planned projects in the immediate area, may result in the need for the following:

1. Increased staffing for existing facilities.
2. Additional fire protection facilities.
3. Relocation of present fire protection facilities.

For additional information, please contact Inspector Robert Duff of the Construction Services Unit at (213) 482-6502.

DOUGLAS L. BARRY  
Fire Chief

C.A Fry, Assistant Fire Marshal  
Bureau of Fire Prevention and Public Safety

CAF:RD:vlj

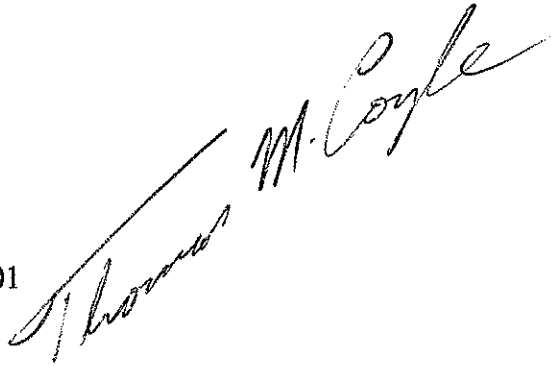
Cc: Councilmember Wendy Greuel, Second Council District

20-1  
cont.

March 23, 2009

To: Los Angeles City Planning Dept

From: Thomas Coyle  
13071 Delano Street, Valley Glen, CA 91401  
(818) 988 9210 [tcoyle19@earthlink.net](mailto:tcoyle19@earthlink.net)



Subject: Plaza at the Glen  
Case Number: CPC-2008-2932-GPA-ZC-HD-CU-CUB-ZAD-SPR

I am not against well planned development. I recognize it as necessary to the physical and economic health of our city. I do have concerns – I have very real fear - at the potential impact of this development as proposed.

- 1) The size and height of the proposal. Land Use Density H1-1
- 2) The precedents this sets for other planning actions in the area. H1-2
- 3) Traffic especially that aimed at Ethel and Erwin. H1-3
- 4) The “Mass Transit Plaza” H1-4
- 5) The impact during construction. H1-4

**Density** – 1.5 million gross square footage on 12.3 acres.

**Compare** this to Universal Studios/Citywalk – 540,000 sq ft on 23 acres.

**Compare** this to The Grove (Fairfax and Third) – 575,000 sq ft on 13 acres

**Recall** just last year, the LA Times reported on the neighborhood in Encino fighting to preserve a four story height limit. H1-5

**Recall** the testimony given to the Planning Commission for the Glen at Valley Glen, another Dasher Lawless Project immediately west of this one. Reported by public officials at neighborhood functions to have resulted in a restructuring so as not to exceed four stories. (I have seen no written confirmation.) Restructured -- not defeated.

If this proposal were closer to any of the currently available Mass Transit Combinations I would not be half so concerned. This is a development that will depend on automobile access. It is a MAJOR alteration in the very character of the area. The Planning Department’s Draft Environmental Impact Report recognizes this very concern and offers several alternatives. (Truthfully- any city planner could probably make a good argument in favor any of the options presented.) I favor Alternative Number 4. H1-6

I feel that “Alternative 4- Reduced Project”, if it includes a resolution of some traffic concerns, retains the basic premise of the initial proposal while allowing for the property to be a good neighbor rather than the new bully on the block. I want to thank the City Staff for making my point for me- I won’t have to belabor the issue. H1-7

## Off Site Impact and Precedent

The Draft EIR identifies several properties that could be subject to development pressure. These are within the 500 foot review perimeter. The largest plots that will affect this neighborhood every bit as much as this project are those outside that perimeter.

I am referring to the area to the North east of the Victory/ Coldwater Canyon Intersection between Coldwater Canyon and Goodland Ave. I am also referring to the area running along Victory from Babcock Ave to Laurel Canyon. This development is asking for Land Use Plan Amendments, Zoning Changes and Designations, Conditional Use Permits that could lead to Victory being a cross between Ventura Blvd in Sherman Oaks and Sherman Way between Fulton and the 170 Freeway. Put those two traffic patterns in a cup – mix well- and pour it out for all to see. If that does not scare you – nothing will. A 600,000 sq ft development is already suggested for one plot near Laurel Canyon.

Height restrictions to be raised from 45 feet to 125 feet for this project One document, today's hearing announcement (page 2 Request: 3) refers to the new zoning as allowing A Height District 2 (Unlimited Height). This project and the land use alternatives under Discussion will set the standards and will be the marks for future activity. Set the limits to which future projects will apply for waivers.

H1-8

This is no small factor to be casually laid aside. We are discussing taking a primarily single story / residential neighborhood with a neighborhood supermarket and drug store and starting on a program of conversion that must require a new rebuilt interchange at Victory and the 170 freeway and see Oxnard and Van Owen used as carriers for Victory Blvd overrun. We are talking today in our discussion of the spot zoning of this one property of setting the precedents that could lead to a total restructure of Victory Blvd.

ALTERNATIVE 4 – Project Reduction - Draft EIR – gives the neighborhood, LA City Planning Staff, LA City Building and Safety, and our political representation a much better set of guidelines. It will make for a much more livable neighborhood.

H1-9

## TRAFFIC

I have a personal interest. I live on the North East corner of Ethel and Delano Street. The City's Department of Transportation review letter estimates this project raising the number of cars a day to more than 5900 cars per day on Ethel. This is to occur on a street which the same letter identifies as having the improvements to qualify as an alley.

H1-10

A walkable access for students from Valley College and Grant High School to this commercial and entertainment center calls for a minimum of curb gutter and sidewalk the length of Ethel from Oxnard to Victory.

The main problem is that the current project is asking for its primary access to be placed on public property. This award of additional land will allow the developer to use more of

H1-11



his own land for building revenue generation while using property owned by the community to meet the necessary functions associated with bringing people onto and exiting his development. THIS GIFT OF PUBLIC PROPERTY LINES HIS PRIMARY ENTRANCE UP WITH ETHEL AVE. I am one that will almost always choose the side street to getting in line to crawl down the main drag. We use the term DRAG for a reason. As currently constituted – the plans allow Ethel to be used as this developments designated access to Oxnard Blvd. The Draft EIR calls on the developer and the neighborhood to recognize the significance of the current layout and to discuss this more fully.

H1-11  
cont.

I believe that the solution lies in causing the entrance to the commercial village and the entrance to the residential neighborhood to be offset. Either the development be flipped so the primary access is further east or the northern end of Ethel be blocked and Atoll Ave be used as the primary access to Victory from this neighborhood. ( It has been reported at that the Martin Lawless development called the Glen will include a traffic light at the Atoll/Victory intersection.) I am very interested in taking part in the called for discussions.

H1-12

## **The So Called Transit Plaza**

I challenge the very idea that this project has anything to do with Mass Transit.

- 1) The project has so much projected traffic that it will need a very significant area dedicated to providing space for cars to wait while those in front get their tickets or parking entry stubs from the gateway machines.
- 2) The existing bus stop for west bound Victory would interfere with right turn exits from the site. The developer is not being community minded- he is trying to remove an obstacle from his customer's path.
- 3) This project would have to institute shuttle service to Fulton Ave and Burbank Blvd to be tied to the Orange Line. This is an automobile destination project.
- 4) This "Transit Plaza" is to be used by the interior trolley – an amenity designed to assist in marketing the site – not as part of the Public Mass Transit system.

H1-13

A word game -- calling the property's driveway, trolley turn around, and entry landscaping a Mass Transit Plaza-- should not be allowed as a credit to be deducted to the Traffic Mitigation Requirements that current ordinances will assess.

## **Construction**

The Glen and The Plaza – over 600,000 sq ft of dirt to be moved. Please make it as painless as possible for those that will be around to watch each stage of construction.

H1-14

**Mr. Douglas Hileman  
13630 Crewe Street  
Van Nuys, CA 91405-4235  
March 23, 2009**

**CITY PLANNING DEPARTMENT HEARING  
RE: DASHER-LAWLESS DEVELOPMENT PLAZA  
AT THE GLENS AT 13003-13075  
VICTORY BOULEVARD**

9:00 am, Monday, March 23, 2009 at the  
Marvin Braude Constituent Service Center  
First Floor 6262 Van Nuys Boulevard,  
Van Nuys, Ca 91401

**To the City Planning Department, Residents of Valley Glen, and Taxpayers of Los Angeles:**

I am writing my comments based upon recollections of a presentation to Valley Glen Neighborhood Association (VGNA) in December 2008. I believe it was Mr. Christopher Alan who made the presentation. I refer to the presenter simply as "DL" or "Dasher" so as to avoid mis-attribution.

Even since the VGNA December 2008 meeting, the health of economy has declined dramatically. Retail and housing are both at lows not seen in decades, with no rebound in sight.

Dasher's presentation included graphics of the design of the center At the Glens (ATG). His pitch is well-honed, and encourages listeners to imagine the convenience and luxury of having four-star hotels, the very best in shopping, and the most upscale gym within Valley Glen. However, DL omits many facts and factors that would provide a more balanced perspective of what it would be like to live with this development nearby, and the risks and burdens that may fall to residents of Valley Glen and the City of Los Angeles in general.

**THE POSITIVES**

I noted some aspects of the proposed development that appear to be beyond the norm for developments of this type. DL deserves credit for incorporating features such as:

- **Commitment to public transit:** At the Glens includes a transit station for MTA.
- **Parking:** DL indicated that the number of parking space considerably exceeded the minimum required. Furthermore, the parking is underground. This avoids an ugly parking structure, but was probably required, given the relatively small size of this parcel.

H2-1

## TRENDS AND OTHER OBSERVATIONS

The current economic slump is severe, and promises to be protracted. I offer perspectives on several elements of DL's planned "At the Glens" development that are relevant to the current economic slump, the risk of the project, and potential burdens on Valley Glen and the elected officials and taxpayers of the City of Los Angeles.

- **"Destination" shopping context:** the Grove has spawned numerous variations around the city, and DL has retained designers of the Grove. The Grove has many fans as a destination shopping area, but the neighbors of the Grove are not such ardent fans. The Grove has brought congestion, traffic, parking problems, noise, late-night traffic and egress, and litter, to name a few. I further note that the Grove is located in an area with socio-economic profile that is quite different from Valley Glen.
- **Retail:** Dasher highlighted the discussions he has had with many major retailers, and their eagerness to sign on to a project in this vicinity. The corporate chains DL mentioned are to be found in virtually every mall or complex in the country; they're readily accessible at Sherman Oaks Fashion Square, Hollywood/ Highland, Burbank, and Woodland Hills malls. Many of the same retailers have announced sales and profit slumps, lay-offs, and store closings. Circuit City, just down the street, now stands empty—as do all of its stores nationwide. Commitments, promises, or intentions that sounded optimistic only months ago cannot be relied upon.
- **Grocery:** Dasher spoke of the series of inadequate groceries that have been on the site, back from Lucky's to Jon's to Vallarta, the current incarnation. A Bristol Farms is more appropriate to this development. I shop at Ralph's, Vallarta, Trader Joe's and Jon's. The Ralph's at Woodman & Sherman Way did a major remodel a few years ago; the biggest lines I see at that store is for the Thursday 4 PM "midnight madness." The majority of residents in Valley Glen are not disappointed because they cannot walk to a store to buy \$20/ pound beef, or a deli counter with 25 varieties of olives.
- **Hotel:** Dasher told the story of a visiting business colleague from Ireland, who found the hotels in the Valley unsuited to his tastes. After one night in the Valley, he relocated to a more suitable hotel on the West Side or in Beverly Hills. DL seemed embarrassed for the lack of suitable nearby hotel space, indicating that Valley Glen residents would be well-served if they had a four-star hotel within walking distance for the convenience of their guests. While VGNA meeting attendees might enjoy the concept of a four-star hotel in the neighborhood, very few entertain international business guests, or travel for their work. Few, if any, are likely to actually use it. If I have a house guest for a week, \$200+ per night quickly becomes out of my price range; I'm happy to use the Day's Inn in Studio City – or buy a futon.

H2-2

- **Restaurants:** DL notes the dearth of suitable restaurants in Valley Glen, and urged the attendees of the December VGNA meeting to imagine the wonderful convenience of having a restaurant such as Ruth's Chris steak house within walking distance, so as to celebrate special occasions. DL did not bring a menu, however, to pass around for the attendees to see the prices. With everything a la carte, that special meal for a party of six is likely to run \$500 to 800 – something folks are not rushing to do, let alone the residents of Valley Glen.
- **Office space:** DL notes the lack of first class office space in Valley Glen, with the closest similar office space at or near Ventura Blvd. in Sherman Oaks, Studio City – or Woodland Hills or Burbank. The logical tenants for premium office space are law firms, accounting firms, or other high-margin businesses. These businesses have reduced workforce, many by 10-15%. Many other such businesses (including a former employer of mine) are adopting flexible work arrangements, encouraging employees to work from home or at client sites to reduce the requirement for office space. Furthermore, the tenet of "location, location, location" applies to these firms, which tend to cluster in areas proximal to many other service providers (downtown, Century City). At the Glens does not have suitable scale, is not in suitable location, and is poised to enter the market at precisely the time when there will be a decline in demand for this type of office.
- **Housing:** Mixed use projects (Glendale, Pasadena, and the Grove) have all featured high-end housing. This sector of the market, of course, has been battered in the last year. A turnaround is likely to be several years in the future. Southern California has always been lacking for affordable housing. DL's activity on Victory Blvd. west of At the Glens razed scores of units of affordable housing; while these units were hardly the most attractive stretch of Victory Blvd., they did provide much-needed housing for low-income individuals who clean our offices, mow our lawns, and park our cars.
- **Contingency Planning and Emergency Egress:** Earthquakes are a fact of life in Southern California. Fires, building collapses, explosions of gas lines are never expected – but they happen. As unpleasant as it is to consider, large developments can also be a magnet for individuals bent on causing havoc. At the Glens includes hotels, retail space, residences – and the capacity for thousands of people. Yet egress is provided via only two entrances, both on the southern end of the property, exiting to Victory Blvd. While this is the case now, there are also much fewer people onsite location that could require evacuation on short notice. I believe this design of At the Glens is problematic.
- **Police station:** The development includes a small police station, touted as a benefit to the community. On the sketches I viewed, the access/ egress to the police station is inside the development – not directly onto Victory Blvd. Los Angeles, the Valley, and Valley Glen have seen a rise in some types of crime –and are nervous about the Mexican and Central American

H2-2  
cont.

drug activity moving north. Residents of any neighborhood welcome additional police presence, and Valley Glen is no exception. However, a police station intended to serve the community can be expected to respond to calls in the neighborhood, detain suspects, process paperwork. The location of the station suggests that the purpose may be to provide comfort to residents, guests, and property At the Glens, and not for the benefit of the community. Los Angeles police staffing is at public taxpayer expense. If the purpose of this outpost is for the benefit of the entire community, then the access and egress should allow rapid response to the entire community – not through the shopping center entrance. DL should engage private security for oversight on their property; the City should not enter into an arrangement that provides special benefits to the developer or property owner for the sake of some convenient office space. There is plenty of that available at the moment.

- **General amenities:** I have worked with professional colleagues who have worked in the mall/ retail sector, providing services to reduce energy use and environmental footprint. I inquired about a job to support one of the very largest property owners/ managers in this area last summer – before the current economic downturn. Even as “going green” is the rage, there were significant pressures to reduce operational costs in common areas. Retail tenants face incredible cost pressures, and simply insist on aggressive cost concessions. Amenities such as fountains, entertainers, parks and landscaping are paid through tenant rents or condo user fees. DL has offered a rosy picture of intended amenities, saying that At the Glens included an area “where there could be concerts or shows, and where performers could stroll.....” Like they do at Citywalk. This was greeted by gasps of approval by VGNA meeting attendees, who are several years’ removed from workplace realities. Neighbors imagine being able to take a leisurely stroll to a venue where performers will serenade them on a regular basis at no charge. I propose that the cost pressures exerted by struggling tenants will result in very few amenities of this sort.
- **Effect on Neighborhood (movie theatre):** DL spoke of plans to include a premium movie theatre. He noted the struggles with the movie theatres on Victory at Coldwater, and indicated that the operator has expressed a desire for a better facility nearby- one with more suitable parking and amenities. This vicinity was a destination for movie theatres at one time, with at least three multi-plexes near Victory Blvd. between Laurel Canyon and Coldwater Canyon. Two have closed, and the third is apparently struggling. Movie theatres are struggling as part of societal trends (DVDs, Tivo, content on internet), much less the sagging economy. Even if a relocated movie theatre does meet the expectations for At the Glens, what becomes of the old facility? The benefit that accrues to DL is offset by an eyesore mere blocks away, attracting vagrants, graffiti, and blight.
- **Stormwater management:** Tree People and the Los Angeles County Department of Public Works have worked together on an innovative – yet very basic – approach to stormwater management in Sun Valley. The Southland is in a desert, and our water supply is becoming even

H2-2  
cont .



more of a challenge. The original design of the waterways was to remove all rainfall as quickly and efficiently; unfortunately, this also removes it from potential future use. This new project diverts stormwater into subsurface features that will recharge the water table, thereby capturing the water for future use. This approach requires subsurface activity, so is much simpler (and less expensive) to incorporate during site construction. ATG's approach to stormwater management does not include features that consider the region's arid climate or current water shortfall.

- **Taxes and Incentives:** It is common for cities to provide tax breaks for developers. For example, relief from property taxes may be provided with the commitment or expectation that the project will generate a certain number of jobs, or a level of sales tax revenue to off-set the incentive. It is also common for projects to fail to live up to these commitments or expectations; upon review years later, these tax incentives often appear overly generous. The result is that the taxpayers of the municipality pay to fund and operate projects that were overly ambitious, or ill-advised in the first place. The developer or corporate entity continues to enjoy financial benefits.

With the excesses of the last decade or so now laid bare, everyone with financial, planning, or governance responsibilities must now exercise more reason. This holds especially true in the areas of real estate (including development), finance, government, and governance over public funds.

## SUGGESTIONS

I do not believe that At the Glens is appropriate in this economic climate, suitable to the Valley Glen neighborhood, or being portrayed accurately to residents in the area. As an affected neighbor and a Los Angeles taxpayer, I am entitled to good governance and protection from downsides that affect the local infrastructure, quality of life – and potential for footing the bill. Dasher's presentation at VGNA invited a wonderful vision of luxury, convenience, benefits, and proximity. However, I believe it is out of touch with the neighborhood, the current economy. It also omitted many factors that VGNA residents are not likely to know, thereby creating an unfounded sense of anticipation and good will. In short, I fear that VGNA, elected officials, and the taxpayers of the City of Los Angeles are about to be had.

I do understand that property owners are entitled to make improvements on their property. In that vein, I offer several suggestions that could make for a more suitable project, a more welcome addition to Valley Glen, and/or provide protection to the elected officials and the taxpayers of Los Angeles.

- **Tax Breaks:** First and foremost, the City of Los Angeles should provide no tax incentives to Dasher for construction or operation of At the Glens. With so many aspects of the development out of step with the current economy, the development is poised to underperform. With so many examples of bankers and others in the private sector taking advantage of tax breaks and

H2-2  
cont.

H2-3

H2-4

proceeding unchecked with projects that expose [only] taxpayers to financial burden – and with the City of Los Angeles’ budget subject to major cuts in virtually every department, it is an exceptionally poor time to offer tax benefits to a development of this kind. This would include direct benefits (such as relief for property taxes) and indirect benefits (such as operating expenses for a police station where the benefits accrue primarily to ATG, or avoided taxes due to tax code breaks – say, for constructing the bus transfer station). I would like to see a thorough accounting of all aspects of ATG where the developer could be availing the project of public financial benefit – and believe those should be halted.

H2-4  
cont.

- **Performance and Downside Protection:** To the extent that DL has promised or conveyed expectations of performance, be it projected sales tax revenues from hotels, restaurants, or activities on the site, the City should consider these figures with reservations. To the extent that these figures are relied upon for permits, approvals, evaluation of environmental impact, or neighborhood goodwill, there should be measurable performance criteria, and DL should bear the sole financial risk of underperformance.
- **Consider the Entire Community:** In granting permits, specifying operating conditions, requiring bonding, or placing other conditions on Dasher, the City should consider the net impact of ATG on the entire community – not just the changes to the activities on the Dasher property. A new movie theatre to Dasher’s financial benefit and a new eyesore two blocks away is not a net benefit to the City.
- **Office space:** Job creation (to the extent there is any) is in the small business sector. Having been cut from large companies, folks with experience and ideas are starting their own businesses. Faced with no employment prospects, entry-level individuals are doing the same. There are few, if any, centers that have been specifically designed with the entrepreneur in mind. Idealab in Pasadena was famous for launching innovative companies in the 1990s and 2000s. The San Francisco Chronicle has run articles on drop-in centers, where people with home-based businesses can rent office space, conference rooms, or other office infrastructure elements at reasonable prices. This sector is growing. It is also in need of infrastructure. While entrepreneurs need excellent infrastructure (wireless, conference rooms, etc.), they can forego many of the niceties that are essential for first class office space – thereby reducing costs to DL and providing greater accessibility for a target demographic that IS suited to the East Valley and the current economic times.
- **Housing:** ATG should include a generous proportion of affordable housing units.
- **Retail and restaurant space:** As noted above, job creation (to the extent there is any) is happening in small business. Walk into the Grove, Hollywood & Highland, and innumerable other spaces, and they are all the same. There are fewer opportunities to create unique shops and restaurants (for example, see Aroma in Studio City and retail outlets along this stretch of

H2-5

H2-6

H2-7

H2-8

Tujunga south of Moorpark). I suggest Dasher be required to set aside between 20 – 33% of the retail and restaurant space for small businesses – ones with no more than five (5) total locations. This would encourage Los Angeles-based businesses to locate At the Glens, and would provide local jobs and tax revenue.

H2-8  
cont.

- **Amenities:** DL should be held accountable to deliver on promises of amenities, as noted above. Performance spaces – and nominal funding to help maintain basic programs - could be offered to local schools or dance studios. This should be funded with an escrow with sufficient funding to ensure consistent use of the space for at least five (5) years.

H2-9

- **Energy efficiency:** The need for energy efficiency and independence is a national priority, despite the narrow failure of the recent City ballot initiative. I suggest ATG commit to LEED gold rating. At a minimum, ATG should install solar panels on the hotel, office building and retail space. The design of the rooftops of residential units should be amenable to standard-sized solar panels, and should incorporate features to allow easy installation, so residents can install solar panels at nominal expense, and can enjoy the benefits of their own tax breaks and reduced energy consumption.

H2-10

- **Stormwater management:** Tree People and the Los Angeles County Department of Public Works have worked together on an innovative – yet very basic – approach to stormwater management in Sun Valley. ATG should include features to capture and divert stormwater into subsurface features that will recharge the water table.

H2-11

The City should consider other factors noted above in granting permits, specifying conditions, or otherwise dealing with the proposed At the Glens development. Thank you.

Sincerely,



Douglas Hileman

Letter H3

**From:** Ben Kagan □ben□ talcor.org□  
**To:** □David.somers□ lacity.org□  
**Date:** 3/22/2009 11:30 PM  
**Subject:** OBJECTIONS TO THE PLAZA □ THE GLEN MEGA-MEGA PROJECT SUBMITTED BY BEN KAGAN 3/22/09

Every time I look at the Project's architectural renderings and read the Project description, I am truly awed by the magnificence of the builders' vision, and I am sure that my reaction is shared by virtually every one with any aesthetic sensibility, and especially by those members of the GVG Land Use Committee who strongly support the project and those neighborhood residents whom I've heard praising the Project at several presentation forums I've attended. Moreover I have almost always been an enthusiastic advocate for true visionaries and their grand visions against fear stricken naysayers.

Notwithstanding the foregoing pro-Project inclinations, I have concluded (and based upon an informal polling of my neighbors, I believe that a substantial majority of the neighborhood residents would agree with that conclusion, if they were presented with a full and fair "neighborhood benefits vs. neighborhood detriments" Project picture) that this "magnificent Project" has somehow been **MAGNIFICENTLY MISLOCATED IN A NEIGHBORHOOD THAT:**

**CERTAINLY DOESN'T NEED IT, DIDN'T ASK FOR IT, AND WOULD, BY A HEALTHY MAJORITY, VOTE AGAINST IT IN A NEIGHBORHOOD ELECTION AFTER A FAIR DEBATE;**

**WILL SUFFER SUBSTANTIAL INCONVENIENCE, MAJOR LIFESTYLE INTERFERENCES, AND INCREASED SIGNIFICANT HEALTH HAZARDS, BOTH DURING AND AFTER, THE TWO YEARS OR LONGER OF CONSTRUCTION;**

**WILL HAVE TO COMPETE FOR OUR ALREADY OVERWHELMED FIRE, POLICE, PARAMEDIC, AND OTHER ESSENTIAL GOVERNMENTAL SERVICE NEEDS, WITH ALL THE ADDED WORKFORCES, OCCUPANTS AND VISITORS CONNECTED WITH THE PROJECT;**

**HAS BEEN A STABLE, HEALTHY, AND FULLY OCCUPIED "LOWER TO MIDDLE MIDDLE-CLASS" RESIDENTIAL NEIGHBORHOOD THAT HASN'T REQUIRED REVITALIZATION OR ANY OTHER PROGRAM TO UNDO SOCIAL BLIGHT. [In 1961, we became the second owners of a Fritz Burns home on Morse Avenue that was built around 1948. Most of our current neighbors either pre-date us or have been there for one to two decades. Despite sizable influxes of Hispanic, Asian, and Armenian families, there has not been any noteworthy residential exodus, or waves of violence, or diminution of property values which confirms our neighborhood's stability, good health, and full occupancy.]**

**THAT, FOR MANY YEARS, HAS HAD ALL OF ITS SHOPPING, DINING, ENTERTAINMENT, AND PROFESSIONAL SERVICE. NEEDS, CONVENIENTLY SATISFIED BY AN ABUNDANCE OF EASILY ACCESSIBLE SHOPPING MALLS, CHAIN STORES, SMALL BUSINESSES, ENTERTAINMENT AND SPORTS CENTERS, AND PROFESSIONAL BUILDINGS IN THE MID, EAST, AND WEST VALLEY AREAS.**

**IS ALREADY PROJECTED TO HAVE ANOTHER MEGA-MEGA MIXED USE PLAZA PROJECT BUILT AT VICTORY AND LAUREL CANYON (ABOUT 2 MILES EAST OF THE PLAZA □ THE GLEN) WHICH WILL START ITS COMMERCIAL/RESIDENTIAL OPERATIONS**

H3-1

BEFORE THE PLAZA IS BUILT AND OPERATIONAL- THIS WILL SURELY COMPOUND THE NEIGHBORHOOD'S TRAFFIC CONGESTION PROBLEMS [It will also negatively impact on the Plaza developers' ability to obtain and keep the numerous commercial occupants, residents, and customers they need to insure the Plaza's long term successful operation. Without such long term success, the neighborhood's inconveniences, life interferences, and health impairments will not only have been for naught, but we will be stuck with the injuries of having to deal with a massive "white elephant" project in our community.]

H3-2

A SUBTLE UNSPOKEN TRUTH ABOUT THE PLAZA □ THE GLEN PROJECT

At the presentation forums I've attended, the builders' chief executive, Christopher Alan, has tried to obscure the fundamental undeniable truth that the Plaza was never envisioned or designed as a project that would primarily be supported by the North Hollywood neighborhood, where it is being built. Alan often speaks of how he looks forward to walking to the Plaza for a family meal at an upscale restaurant, and how we will all be able to eat and shop there without using our cars. [Actually most shopping requires using a car to carry it home).

But the neighborhood's economic demographics, the long business history of the current shopping center, and the economic demographics and business histories of our adjacent neighborhoods negate the viability of such expectations. So it is crystal clear (and even Alan has inadvertently mentioned it) that THE PLAZA □ THE GLEN CAN ONLY HAVE SHORT AND LONG TERM SUCCESS IF IT BECOMES A MAJOR "TRAVEL TO" LOCATION FOR THE ENTIRE VALLEY AND ITS SURROUNDING COMMUNITIES AND CITIES TO THE NORTH, SOUTH, WEST, AND EAST. THE NORTH HOLLYWOOD COMMUNITY CANNOT BE EXPECTED TO PROVIDE AN ADEQUATE CONSUMER BASE FOR THE UPSCALE RESIDENCES, STORES AND RESTAURANTS ALAN HAS ENVISIONED. NOR IS THERE ANY REASON TO ASSUME THAT THE STORES, RESTAURANTS, BUSINESS, AND PROFESSIONAL OFFICES WILL BE STAFFED BY NEIGHBORHOOD RESIDENTS, OR THAT THE CONDOS WILL BE AFFORDABLE TO SUCH NEIGHBORHOOD RESIDENTS. CERTAINLY THE HOTEL CUSTOMERS WILL ALMOST ALL BE NON-RESIDENTS.

H3-3

WHAT THAT OBVIOUSLY MEANS TO OUR NORTH HOLLYWOOD NEIGHBORHOOD IS THAT OUR ALREADY OFTEN HEAVILY GRIDLOCKED MAJOR STREETS (VICTORY BLVD, WEST AND EAST, COLDWATER CANYON, WOODMAN AVENUE, LAUREL CANYON) WILL HAVE TO ACCOMMODATE SEVERAL THOUSAND MORE CARS DAILY [BUILDERS PLAN TO BUILD 3,312 NEW PARKING SPACES WHICH IS A TENFOLD INCREASE IN CURRENT PARKING SPACES AND IS 258 LESS THAN THE CODE WOULD NORMALLY REQUIRE ]. MOST OF THOSE ADDED CAR RIDES WILL OCCUR DURING PEAK TRAFFIC HOURS [ BASED ON THE 9-5 WORKING SCHEDULE OF PLAZA OFFICE AND CONSTRUCTION WORKERS, MANAGERS □ PROFESSIONALS, WORKING CONDO RESIDENTS □ HOTEL OCCUPANTS, BREAKFAST RESTAURANT CUSTOMERS AND STORE EMPLOYEES].

RELEVANCE OF "TRAFFIC ASSESSMENT FOR PROPOSED MIXED-USE PROJECT "ADJACENT TO PLAZA DATED 12/14/06 [DOT CASE □ SFV 2005-254]

IT IS IMPORTANT TO NOTE CERTAIN OMISSIONS FROM THE ABOVE-CAPTIONED DOT ASSESSMENT WHICH WAS PREPARED IN CONNECTION WITH THE ADJACENT MEGA MIXED-USE PROJECT BEING BUILT PRIOR TO THE CONSTRUCTION OF THE PLAZA

H3-4

PROJECT BY THE SAME BUILDERS. FIRST AND FOREMOST, THE ASSESSMENT DOES NOT FACTOR IN EITHER THE MASSIVE ADDED TRAFFIC PROBLEMS WHICH WILL PREDICTABLY RESULT FROM BOTH THE CONSTRUCTION AND OCCUPATION/USE OF THE PLAZA PROJECT. NOR DOES IT FACTOR IN THE PREDICTABLE ADDED TRAFFIC PROBLEMS WHICH THE CONSTRUCTION AND OCCUPATION/USE OF THE LAUREL CANYON MEGA- PROJECT WILL ADD.[NOTE: The report does state that "Additional related projects were added to the cumulative base", but there is no indication what those related projects were, and they certainly could not be referring to the Plaza Project based on their traffic calculations.]

H3-4  
cont.

When you do factor in the added traffic problems from both the Plaza Project and the adjacent project , it becomes virtually self evident that the traffic engineers' mitigation recommendations are insignificant band-aids which cannot realistically reduce their combined negative traffic impact "to less than significant levels". Moreover, left turn signals and ATCS/ATSAC systems may be helpful in easing gridlock when there is gridlock east/west or north/south, but when there is gridlock in all directions, as there is at Coldwater □ Victory, then longer green lights in one direction have to increase the gridlock in the other direction.

ADDITIONAL OBJECTIONS □ RELEVANT COMMENTS

1.) The Plaza Project could ACTUALLY be built in a number of undeveloped locations in the North Hollywood or adjacent communities where it could become a "MAJOR TRAVEL TO LOCATION FOR THE ENTIRE VALLEY" and where it could therefore enjoy equally great prosperity and long term success, without having to significantly undermine our neighborhood's established stability, health, quality and way of life. Moreover, choosing such an undeveloped location would promote at least two key goals set forth in the Draft Mission Statement issued by Councilmember Wendy Greuel as Chairperson of the LA City Council Transportation Committee:"GOAL: INCREASE MOBILITY AND ACCESSIBILITY IN LOS ANGELES. GOAL: PROTECT QUALITY OF LIFE IN NEIGHBORHOODS THROUGH SENSIBLE LAND USE PLANNING AND THOUGHTFUL MANAGEMENT OF THE CITY STREETS" [SEE NOTE BELOW]. NOT CHOOSING SUCH AN UNDEVELOPED LOCATION WOULD WOULD CREAT A SUBSTANTIAL OBSTACLE TO WHAT COUNCILPERSON GREUEL DESCRIBED AS THE THIRD AND FINAL PHASE OF LA'S TRANSPORTATION STRATEGIC PLAN, "WE WILL DEVELOPE A BLUEPRINT FOR REDUCING TRAFFIC AND GRIDLOCK THROUGHOUT LA".

H3-5

As shown above, the current proposed Plaza Project location will substantially DECREASE mobility and accessibility along the Victory Blvd Corridor for at least several miles. The simplest proof that the proposed Plaza Project is fundamentally inconsistent with the vital goal of "SENSIBLE LAND USE PLANNING" IS THE ALREADY LONG AND EVER GROWING LIST AND SCOPE OF MAJOR ZONING VARIANCES AND EXCEPTIONS WHICH THE BUILDERS ARE REQUESTING. I COUNT 10 SUCH REQUESTED CHANGES IN THE NOTICE FOR THIS HEARING.

As a neighbor recently observed, "First, they were supposed to be only 5 or 6 stories. Then all of a sudden they were 7 stories. Now the shade diagram in the DEIR indicates they are going to be 120 feet!!! What is going on? It appears that the developer is anxious to take full advantage of the unrestricted building heights that the new

H3-6



zoning will allow. Plus, they keep adding content and space volume to the project, but they have not increased the parking space availability proportionally nor have they done anything to mitigate the traffic situation that would help accomodate any of this additional occupancy volume".

H3-6  
cont.

[NOTE: Councilmember Greuel is also on the record as saying the following with regard to mansionization developments, "What we're saying is that we want to make sure that the homes that are built fit into that neighborhood and that community, preserving peoples' personal property rights and, at the same time, really preserving the rights of their next door neighbors and the community as a whole." When you compare the Plaza Project to the shopping center that has been there for the last three decades, it is clear that the new proposal is "THE ULTIMATE MANSIONIZATION".

2.) ALL OF THE OBJECTIONS TO PLAZA PROJECT ARE SUBSTANTIALLY COMPOUNDED BY THE BUILDERS' DECLARED INTENTION TO FURTHER EXPAND THE MEGA-MEGA SCOPE OF THE PROJECT TO INCLUDE THE DESIGNATED "E.I.R. ADD AREA" FOR MORE MULTI-RESIDENTIAL AND COMMERCIAL BUILDINGS RUNNING TO THE NORTHWEST CORNER OF VICTORY AND COLDWATER, THEN NORTH ON COLDWATER TO HAMLIN STREET (WHICH, INCIDENTALLY WILL ENTAIL THE DEMOLITION OF AN EXISTING PRIVATE SCHOOL FOR SPECIAL NEED STUDENTS THAT BEEN IN OPERATION FOR MORE THAN 5 YEARS AND THE ENCIRCLEMENT OF THE CATHOLIC PAROCHIAL SCHOOL BY THE ENLARGED PLAZA PROJECT).

H3-7

3.) BEFORE ANY FINAL APPROVALS ARE GRANTED WHICH MIGHT ENABLE THE BUILDERS TO BEGIN DEMOLITION OR ALTERATION OF THE EXISTING MALL, THE BUILDERS SHOULD BE REQUIRED TO SUBMIT BINDING LONG TERM COMMITMENTS FROM PROSPECTIVE MAJOR TENANTS TO INSURE THAT IF THEY BUILD THE PLAZA PROJECT, "THEY WILL COME" TO USE IT. OTHERWISE, WE MAY BE LEFT WITH A HUGE HOLE OR A "GHOST TOWN" ABUTTING OUR NEIGHBORHOOD.

H3-8

Respectfully submitted, Benjamin Kagan/ 6527 Morse Avenue/ North Hollywood, CA 91606/ (818)984-1053



Letter H4

**From:** sjskns77@yahoo.com  
**To:** Frank.Quon@lacity.org, Oliver.Netburn@lacity.org  
**CC:** DALE.THRUSH@LACITY.ORG, JIM.DANTONA@LACITY.ORG, David.Somers@lacity...  
**Date:** 3/22/2009 4:26 PM  
**Subject:** March 23, 2009: CPC-2008-2932-GPA-ZC-HD-CU-CUB-ZAD-SPR, ENV-2007-4063-EIR

Steven and Kathleen Schwartz  
6556 Ethel Avenue  
North Hollywood, CA 91606  
sjskns77@yahoo.com  
March 22, 2009

CPC-2008-2932-GPA-ZC-HD-CU-CUB-ZAD-SPR  
ENV-2007-4063-EIR PLAN

Frank Quon  
Los Angeles City Planning Department, Community Planning Bureau  
Marvin Braude San Fernando Constituent Center  
6262 Van Nuys Boulevard  
Van Nuys, California 91401

Mr. Quon:

We live in the cul-de-sac north of the proposed Dasher-Lawless project referenced above. This is a neighborhood of single-family, single-story homes. This proposed project is being built on the site of an old drive-in movie theater and is largely situated within our half-century old neighborhood, since we border it on two sides. As we have indicated in the past, we are very concerned about the height proposed for these buildings. According to the Executive Summary, IV.A Aesthetics, the proposed project would result in significant shade and shadow impacts. In fact, residences located north of the project site would be shaded during the winter months.

We believe that there are feasible mitigation measures available.

Please do not grant the Height District Change from Height District 1-VL (maximum three stories or 45 feet) to Height District 2 (unlimited height), permitting a maximum Floor Area Ratio (FAR) of 6:1, and a maximum height of 125 feet. See Section 12.32 of the Municipal Code.

Please do not allow buildings to exceed the Transitional Height requirements of Section 12.21.1 A 10 to permit variable building heights from 23 feet to 125 feet in lieu of the maximum 25 feet height within 0 to 49 feet, the maximum 33 feet within 50 to 99 feet, and the maximum of 61 feet within 100 to 199 feet of an RW1 or more restrictive Zone.

Please recommend that any tall buildings are built along Victory Boulevard, away from the neighborhoods along Hamlin, Morse, Ethel and Kittridge.

The homes affected by these height changes will have no sun during the winter months, affecting their heating bills and current landscaping. Additionally, this property lies at a lower level on Victory than where we live near Kittridge. Although Executive Summary Section IV.E Geology and Soils indicates that the development of the proposed project would include grading activities prior to construction and that approximately 592,000 cubic yards of materials would be excavated, it is not clear that the development would stay at the current level of grading or if the property will be built-up to some unknown height, making the constructed buildings even higher.

H4-1

From the city of Burbank, to the community of Woodland Hills, there are no 7 story buildings in single-family, single story neighborhoods. Please do not allow this project to be the first.

H4-1  
cont.

Sincerely,

Steven and Kathleen Schwartz

Copy by e-mail: Jim Dantona, Oliver Netburn, David Somers, Dale Thrush

Steven and Kathleen Schwartz  
6556 Ethel Avenue  
North Hollywood, CA 91606  
sjskns77@yahoo.com  
March 22, 2009

CPC-2008-2932-GPA-ZC-HD-CU-CUB-ZAD-SPR  
ENV-2007-4063-EIR PLAN

Frank Quon  
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We believe that there are feasible mitigation measures available.

1. Please do not grant the Height District Change from Height District 1-VL (maximum three stories or 45 feet) to Height District 2 (unlimited height), permitting a maximum Floor Area Ratio (FAR) of 6:1, and a maximum height of 125 feet. See Section 12.32 of the Municipal Code.
2. Please do not allow buildings to exceed the Transitional Height requirements of Section 12.21.1 A 10 to permit variable building heights from 23 feet to 125 feet in lieu of the maximum 25 feet height within 0 to 49 feet, the maximum 33 feet within 50 to 99 feet, and the maximum of 61 feet within 100 to 199 feet of an RW1 or more restrictive Zone.
3. Please recommend that any tall buildings are built along Victory Boulevard, away from the neighborhoods along Hamlin, Morse, Ethel and Kittridge.

The homes affected by these height changes will have no sun during the winter months, affecting their heating bills and current landscaping. Additionally, this property lies at a lower level on Victory than where we live near Kittridge. Although Executive Summary Section IV.E Geology and Soils indicates that the development of the proposed project would include grading activities prior to construction and that approximately 592,000 cubic yards of materials would be excavated, it is not clear that the development would stay at the current level of grading or if the property will be built-up to some unknown height, making the constructed buildings even higher.

From the city of Burbank, to the community of Woodland Hills, there are no 7 story buildings in single-family, single story neighborhoods. Please do not allow this project to be the first.

Sincerely,

  
Steven and Kathleen Schwartz

Copy by e-mail: Jim Dantona, Oliver Netburn, David Somers, Dale Thrush

Section VI Alternative 40  
The Proposed Project

- Section E, Alternative 2  
Page VI-8

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Section F, Alternative 3  
Page VI-18

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Section G, - Alternative 4  
Page VI-28

Either one of these, as long as it is  
not going to plunge our neighborhood  
into shade in Winter.

Kathleen A. Schwarz

Monday, March 23, 2009

I am here as a resident homeowner living within 500 feet of the development referenced above. I would like to disclose that I am also an elected member of the Greater Valley Glen Neighborhood Council, representing the Area in which this development property sits. Although the GVGC has been aware of this development and the extraordinary variances and exemptions being requested since the Draft EIR Scoping Meeting back in January 2008, the GVGC did not schedule any hearings or meetings to allow the public to listen, speak, or submit written information until after today. To be clear, I am here today as a resident affected by this action initiated with the City Planning Department.

Overall, this development is too large, too tall and too dense for this neighborhood of single-family, single story homes. The increase in square footage proposed from currently 152,000 sq ft to 1,059,500 sq ft is an increase of almost 700%. The proposed increase from 753 parking spaces to 3,312 is an increase of over 400%. The traffic implications of just these two data elements are enormous.

I would like to address the following.

Request 3 - Pursuant to Section 12.32 of the Municipal Code a Height District Change from Height District 1-VL (maximum 3 stories or 45 feet) to Height District 2 (unlimited height) to permit a maximum Floor Area Ratio (FAR) of 6:1, and a maximum height of 125 feet.

Please do not allow this request. By allowing 125-foot buildings in single-story back yards, the entire neighborhood north of this development will be placed in shade during the winter months, destroying landscape and increasing heating bills. This property lies within our neighborhood. These height districts were set up to protect local residents.

Request 5 - Pursuant to Section 12.24 X of the Municipal Code, a Determination for the following:

a. Section 12.24 X 20 to permit shared parking of 3,312 parking spaces for the entire project site in lieu of the 4,570 parking spaces required per LAMC Sec. 12.21.A.4.

Please do not allow this request. 28% less parking than require will have a significant negative impact on the surrounding neighborhood. This will particularly hit the neighborhood south of Victory and west of Ethel as people, both visitors and employees, search for parking.

b. Section 12.24 X 22 to allow buildings to exceed the Transitional Height requirements of Section 12.21.1 A 10 to permit variable building heights from 23 feet to 125 feet in lieu of the maximum 25 feet height within 0 to 49 feet, the maximum 33 feet within 50 to 99 feet, and the maximum of 61 feet within 100 to 199 feet of an RW1 or more restrictive Zone.

Please do not allow this request. By allowing 125-foot buildings in single-story back yards, the entire neighborhood north of this development will be in shade during the winter months, destroying landscape and increasing heating bills. This property lies within our neighborhood. These transitional height districts requirements were set up to protect resident homeowners.

Please do not allow this developer to have exemptions and variances to the existing land use regulations and zoning laws. The alternatives proposed in the EIR protect the surrounding neighborhood yet allow mixed development that will not be out of scale with the single-story, single-family homes within which this property sits. The enormous traffic and parking problems generated by this unnecessarily massive and dense development will place an unfair burden on the surrounding neighborhood.

Thank you for your consideration to this matter.

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