Beverly Hills
Planning Division
455 N. Rexford Drive Beverly Hills, CA 90210
TEL. (310) 458-1140 FAX. (310) 858-5966

Planning Commission Report

Meeting Date: July 14, 2011

Subject: **257 N. Canon Drive**
Ipic Movie Theaters
Study Session – Introduction of proposed new movie theater.

Recommendation: Receive this report and provide direction to staff as appropriate.

REPORT SUMMARY

This report introduces a new movie theater project proposed to be constructed at 257 North Canon Drive and presents an overview of the entitlement and environmental review process. The report also provides a background of previously approved projects at this location in the recent past. Finally, the report identifies an approach to increase processing efficiencies by seeking early Commission input.

BACKGROUND

The Planning Commission has approved entitlements for several development projects at the subject property, as identified below:

- Medical Building: On December 14, 2004, the Planning Commission adopted Resolution No. 1357, adopting a mitigated negative declaration and approving the construction of a new 3-story, 45-foot in height, 45,000 square foot medical building with 208 parking spaces.
- Mixed Use Building: On June 11, 2009, the Planning Commission adopted Resolution No. 1557, approving the construction of a new 3-story, 45-foot in height (60-feet to top of lunchroom), 42,000 square foot mixed office and retail building with 142 parking spaces.

Project Site

The subject site measures 150' x 150', and is made up of three individual parcels of land, each measuring 50' x 150'. The total area of the subject site is 22,500 square feet. The site is surrounded by commercial buildings that vary in height, generally between one and three stories. The surrounding commercial development consists of both retail and general office space. The property immediately north of the subject site is developed with a two-story commercial building; however, entitlements have recently been approved to allow the construction of a new 3-story (with in-lieu parking) commercial building on this site. The

property immediately south of the subject site is occupied by the Montage Hotel and Public Gardens building. Access to the subject site is currently provided via two curb cuts along North Canon Drive, and additional access is provided via the alley at the rear of the property.

PROJECT DESCRIPTION

The project proposal involves the construction of a new three story commercial building with ground floor retail and two floors of movie screens and three levels of subterranean parking. The rooftop is proposed to have a terrace for occasional events, toilet facilities, a bar area and mechanical equipment. The table below identifies project components:

PROJECT COMPONENT	PROPOSED	CODE REQUIREMENT
HEIGHT	68'10" to top of roof; 78'10" to top of toilet facilities on roof.	3-stories/45-feet. Project proposes an overlay zone to set allowable height limits.
SQUARE FOOTAGE/F.A.R.	55,521 square feet/2.5:1 FAR	45,000 square feet/2:1 FAR. Project proposes an overlay zone to set allowable square footage limits.
PARKING SPACES	144 spaces	138 (14,249 SF retail @1/350 = 41 spaces; 386 seats @1/4 = 97)
LOADING	One 12' x 35' and one 12' x 25	Commission Discretion
RESTAURANT SPACE	859 square feet indoor 140 square feet outdoor	No limitation
MOVIE SCREENS/SEATS	9 screens (3 on second floor and 6 on third floor)	No limitation
DIGITAL LED DISPLAY SIGNAGE	Approximate 10' x 20'	Not permitted. Overlay zone to include regulations related to signage.

The following are renderings of the project as viewed from Canon Drive.

APPLICATION PROCESSING

Entitlement Process

The establishment of the movie theater requires approval of the following discretionary applications:

- General Plan Amendment to allow the project exceed the height limit of 3 stories/45-feet and the floor area ratio of 2:1 as designated on the Land Use Map of the City's General Plan;
- Zone Change/Overlay Zone to allow the project to exceed height and floor area restrictions identified in the Zoning Code and to allow a 10' x 20' foot LED electronic sign as not otherwise currently permitted in the City's Sign Code; and
- Planned Development Permit for new construction.

Environmental Assessment

As part of the review of the project staff will work with an environmental consultant to prepare the proper environmental clearance document. Based on previously approved developments at the site and the associated adopted Mitigated Negative Declarations, staff has developed a preliminary framework to analyze potential environmental Impacts. The following list is not an exhaustive list of study areas, but provides details regarding those areas that are historic importance for new development.

Traffic

The following intersections have been identified for study:

1. Beverly Drive & N. Santa Monica Boulevard
2. Beverly Drive & Dayton Way
3. Beverly Drive & Wilshire Boulevard
4. Canon Drive & N. Santa Monica Boulevard
5. Canon Drive & S. Santa Monica Boulevard
6. Canon Drive & Dayton Way
7. Canon Drive & Clifton Way
8. Canon Drive & Wilshire Boulevard

Trip generation forecasts for the proposed project for a typical weekday over a 24-hour period, as well as for the commuter AM peak hour, mid-day peak hour and commuter PM peak hour will be prepared for the project. In addition, trip generation forecasts will be prepared for a typical weekend day over a 24-hour period and for the mid-day peak hour. The trip generation forecasts will be derived from trip rates listed in *Trip Generation*, 8th Edition, published by the Institute of Transportation Engineers (ITE) in 2008.

The traffic study will utilize the City's capacity analysis methodologies (i.e., Intersection Capacity Utilization method for the seven signalized study intersections, Highway Capacity Manual method for the one unsignalized study intersection) for the Level of Service calculations.

The weekday AM peak hour, mid-day peak hour, PM peak hour and Saturday mid-day peak hour Level of Service calculations at the study intersections will be evaluated for the following scenarios:

(a) Existing Conditions
(b) Existing With Project Conditions;
(c) Future Pre-Project Conditions;
(d) Future With Project Conditions; and
(e) Future With Project & Project Mitigation, if necessary.

Parking

In order to evaluate potential parking impacts, the environmental analysis will include an analysis of Code requirements as well as demand requirements identified in professionally accepted publications.

The study will include:

- A review of parking generation factors applicable to the proposed project based on the 4th Edition of *Parking Generation*, published by the Institute of Transportation Engineers (ITE) [Washington, D.C., 2010] and/or the 2nd Edition of *Shared Parking*, published by the Urban Land Institute (ULI), 2005. Review the feasibility of shared parking for the proposed project; and
- A calculation of the shared parking demand throughout the day for the proposed project, based on a review of the published parking ratios and the ULI *Shared Parking* methodology. This methodology recognizes the fact that parking demand for land uses peak at different times of a day and/or day of the week. The shared parking demand forecast will include the parking requirements for the project for a typical weekday and weekend day (i.e., Saturday), during the day, evening and night-time periods

Site Access and Circulation Review

The environmental analysis will also include a review of the proposed access and internal circulation, including:

- A review of the proposed project site plan and provide recommendations to address potential City concerns regarding site access and internal circulation.

- Recommendations regarding the location of site access driveways, the number of driveways, potential turn restrictions, and connectivity with the internal site circulation system.

- A review of the need and feasibility for the installation of site access enhancing measures (e.g., installation of left-turn pockets/lanes, acceleration/deceleration lanes, median installation, potential traffic signal modification, etc.).

Land Use/Aesthetics

The project seeks entitlements for greater height and density than otherwise allowed by existing regulations. The environmental analysis will include an evaluation of the project's potential to degrade the existing visual character or quality of the site or its surroundings or result in an adverse effect on a scenic vista. The project will also be evaluated for conformance with the City's adopted General Plan and other policies applicable to the area.

Processing Efficiencies

In addition to highlighting details of the proposed project and environmental approach to the project, staff seeks Planning Commission direction on environmental or project related areas that might require greater focus or study.

NEXT STEPS

It is recommended that the Planning Commission receive the staff report receive testimony from the public and provide direction to staff as appropriate. Following preparation of the necessary environmental documentation, staff will return to the Commission.

Report Reviewed By:

_____

David Reyes, Principal Planner