



Planning Commission Report

Meeting Date: May 24, 2012

Subject: **257 North Canon Drive**
IPic Theater

Project preview for a proposed four-story IPic movie theater located at 257 North Canon Drive.

PROJECT APPLICANT: Hamid Gabbay

Recommendation: That the Planning Commission:

1. Conduct a project preview and provide the applicant with any applicable feedback.
-

SUMMARY

The subject project was originally submitted to the Planning Division in June of 2011. Since that time, the application has been deemed incomplete; however, a City Council and Planning Commission liaison meeting was held November 17, 2011 at the Montage Hotel. The purpose of the meeting was to provide preliminary feedback to the applicant regarding the overall scale and concept of the project, and to discuss any potential view impacts. Since that time the applicant has made revisions to the project and requests a project preview by the Planning Commission to determine whether the project is moving in an appropriate direction. This project preview is intended to provide the Commission with a basic overview of the project, and give the Commission an opportunity to provide preliminary feedback and comments if appropriate. A brief outline of staff's understanding of the project is provided below, and the applicant will give a presentation at the meeting to provide the Commission with additional information.

Attachment(s):
Preliminary project plans

Report Author and Contact Information:
Ryan Gohlich
(310) 285-1194
rgohlich@beverlyhills.org

PROJECT DESCRIPTION

The proposed project is a four-story (plus rooftop bar/lounge) commercial building. The primary use of the proposed project is as an 8-screen movie theater. In addition to the 8 screens, the project includes approximately 8,000 square feet of ground-floor retail, 4,000 square feet of restaurant dining area, 2,000 square feet of general office space, and a rooftop bar/lounge. In total, the project consists of approximately 56,000 square feet of above-ground development and 75,000 square feet of below-ground development. Additionally, the applicant proposes to provide subterranean garage access via the Montage Hotel's parking ramp. Based on staff's preliminary review of the project plans, the project does not comply with the standard C-3 Zone development standards, and would require the approval of an overlay zone in order to be constructed as proposed. The development standards that the project is believed to not comply with are as follows:

- **Building Height** – Standard code requirements limit building height to 45 feet, although there are exceptions for specific rooftop structures (e.g. stair shafts, elevator shafts, and employee lunchrooms) to be up to 60 feet in height¹. The proposed project has a maximum height of 59 ½ feet.
- **Number of Stories** – Standard code requirements limit the number of stories in a commercial building to 3. The proposed project includes four stories plus rooftop uses.
- **Floor Area Ratio** – Standard code requirements limit the maximum floor area ratio to 2.1:1, or 45,000 square feet for the subject property. The proposed project would have a floor area ratio of 2.5:1, or 56,250 square feet.
- **Parking** – Standard code requirements establish parking ratios for each individual use within a building. The proposed project suggests that the restaurant dining areas and rooftop bar/lounge are accessory to the movie theater, and should therefore not require additional parking. The proposed project provides a total of 119 parking spaces; however, staff estimates that an additional 200-300 parking spaces would be required in order to independently park the dining and rooftop areas at the rate required under current development standards. If the project moves forward, an empirical parking demand analysis of similar facilities would be conducted to better understand parking demand and impacts.

NEXT STEPS

It is recommended that the Planning Commission provide the applicant with preliminary feedback, if applicable. Based on this information, the applicant will determine whether to move forward with the project and its associated environmental review.

Report Reviewed By:



Jonathan Lait, AICP, Principal Planner

I:\Planning\Ryan Gohlich\PC\Canon N 257 - iPic\Staff Report 5-24-2012 - Project Preview.docx

¹ The currently entitled retail and office building approved for development at 257 North Canon Drive includes a rooftop employee lunchroom with a maximum height of 60 feet, and also includes stair shafts, elevator shafts, and mechanical enclosures that exceed the 45-foot height limit and are typical of most commercial buildings.