



Planning Commission Report

Meeting Date: April 24, 2014

Subject: **400-408 North Rodeo Drive**
Project preview of a new, three-story (plus rooftop VIP area) commercial building intended to serve as a flagship retail store for Chanel.

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

REPORT SUMMARY

This report introduces a new flagship retail building proposed to be constructed at 400-408 North Rodeo Drive and presents an overview of the entitlements being requested. The City is currently processing a formal application for the proposed project; however, the purpose of this preview is to provide the applicant with an opportunity to introduce the project, and to provide the Commission with an opportunity to ask questions and offer preliminary comments. A separate, noticed public hearing will be held at a future date, at which time the Commission will have an opportunity to provide formal comments and take action on the project.

BACKGROUND

Project Site

The subject site measures approximately 100' x 152.5', and is made up of two individual parcels of land; the south parcel measures approximately 50' x 152.5' and the north parcel measures approximately 50' x 152.5'. The total area of the subject site is approximately 15,250 square feet. The site is surrounded by commercial/retail buildings that vary in height, generally between one and three stories. The existing site at 400 N. Rodeo, currently occupied by Chanel, is developed with a three-story retail building with a rooftop VIP area. The existing site at 408 N. Rodeo, currently occupied by Lladró, is developed with a three-story retail building with an underground garage. The applicant proposes to demolish the existing buildings (but preserve the underground garage portion) at 400-408 Rodeo Drive and construct a three-story flagship retail store with a rooftop VIP area over the existing underground garage.

PROJECT DESCRIPTION

The project proposal involves the construction of a new three-story flagship retail store with a rooftop VIP area and an underground parking garage with seven parking spaces. The project would consist of the demolition of two existing retail stores on two adjacent parcels on North Rodeo Drive. Due to the

proposed demolition and construction activities, a Development Plan Review will be required for this project. Additionally, the Municipal Code would require 76 parking spaces to be provided for this project. There is currently a basement on the project site with seven parking spaces, which will remain available as part of the proposed new project. One additional on-site parking space will also be provided at grade. In addition, the subject property has rights to 40 in-lieu parking spaces previously approved for the site, which are comprised of 35 spaces for 408 N. Rodeo and 5 spaces for 400 N. Rodeo. Taking into account all available parking, this project would require an additional 28 in-lieu parking spaces in order to meet the City's requirement to provide one parking space per 350 square feet of retail floor area.

Project viewed from Rodeo Drive



Project viewed from Brighton Way



APPLICATION PROCESSING

Entitlement Process

The construction of the three-story building requires approval of the following discretionary applications:

- Development Plan Review Permit for new construction and rooftop VIP area.
- In-Lieu Parking Permit for additional parking space requirements.

In addition to the above entitlements, the project will be environmentally assessed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA). Since preliminary analysis of certain environmental aspects has not been completed at this time, the type of CEQA review to be conducted will be determined during project processing.

NEXT STEPS

It is recommended that the Planning Commission receive the staff report and a presentation from the applicant and provide comments as appropriate.

Report Reviewed By:


Jonathan Lait, AICP, City Planner