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MEMORANDUM

Date: December 15, 2016
To: Mr. Ira Handelman, Handelman Consulting, Inc.
From: Brad Rosenheim & Jessica Pakdaman, Rosenheim & Associates, Inc.
Re: Proposed Whole Foods Market Project at 14311 Ventura Boulevard
Discretionary Requests Comparison to Ralph's Sherman Oaks Approvals

INTRODUCTION

This memorandum provides a side-by-side comparison (in a table format, below) between the discretionary actions requested for the proposed Whole Foods Market Project located at 14311 Ventura Boulevard ("Subject Property") and the previously approved Ralph's Supermarket, which is currently operating approximately two blocks to the east of the Subject Property at 14049 Ventura Boulevard in Sherman Oaks.

DISCRETIONARY REQUESTS/ACTIONS COMPARISON

Discretionary Request/Action	Proposed Whole Foods Market 14311 Ventura Boulevard Case Nos: VTTM-74577, CPC-2016-3924-VZC-SPE-BL-SPR-CU-CUB-SPPA-SPP, ENV-2016-3925-EAF	Approved Ralph's Supermarket 14049 Ventura Boulevard Case Nos: CPC-2009-3462-ZC-CU-CUB-SPE-SPPA-SPP-SPR, ENV-2009-3463-MND
Vesting Tentative Tract Map	For the merger of the Subject Property and the alley that bisects the Subject Property into one ground lot	
Zone Change	From [Q]P-1VL to C2-1VL, and incidental Building Line Removal, on a portion of the Subject Property (fronting on Moorpark Street)	From C2-1VL and P-1VL to C2-1VL over entire site

Specific Plan Deviations (Exceptions or Adjustments)	Height	Exception – 38’-10” in lieu of 30’	Exception – 48’ in lieu of 30’
	Building Stepback	Exception – Relief from 10-foot setback (or building “stepback”) requirement from the roof perimeter for the portion of the building above 25 feet in height	N/A but building does not meet “stepback” requirement
	Lot Coverage	Exception – 68.2% in lieu of 60%	Adjustment – 62% in lieu of 60%
	Yards		Exception – Variable easterly side yard of 34’ to 80’ in lieu of 10’
	Signs – Wall Signs		Exception – 3 walls signs (one facing each street) in lieu of 2 wall signs
	Signs – Projecting Signs		Exception – 160 SF projecting sign (along Ventura Blvd.) in lieu of a 16 SF projecting sign
Project Permit Compliance Review		Requested	Approved
Conditional Use Permit – Deviations from Commerical Corner Regulations	Hours of Operation	Between 11:00 PM and 7:00 AM for 24-hour operation of grocery store (not including ancillary restaurant)	Between 11:00 PM and 7:00 AM for 24-hour operation of grocery store
	Height		48’ in lieu of 45’
	Signs		To allow a projecting sign
	Windows		Less than 50% transparent windows along the ground floor portions of the project which front adjacent streets

	Deliveries		7:00 AM to 10:00 PM, Monday through Sunday, in lieu of 7:00 AM to 8:00 PM Monday-Friday and 10:00 AM to 4:00 PM Saturday-Sunday
Conditional Use Beverage – Alcohol		Sale of a full line of alcoholic beverages for on-site instructional tastings and off-site consumption in conjunction with the grocery store, and for on-site consumption in conjunction with the ancillary restaurant	Sale of a full line of alcoholic beverages for off-site consumption in conjunction with the operation of the grocery store; A subsequent Plan Approval (Case No. CPC-2009-3462-ZC-CU-CUB-SPE-SPPA-SPP-SPR-PA1) modified the conditions of the previous CUB approval, including the addition of authorization for on-site instructional tastings
Site Plan Review		Requested	Approved
Dedications & Improvements		<ul style="list-style-type: none"> • Waiver of dedication along Tyrone Avenue in lieu of the 12' dedication required • Modification of dedication along Ventura Boulevard to 2' in lieu of 7' dedication required. 	<ul style="list-style-type: none"> • Waiver of the street widening requirements along Hazeltine Avenue • Waiver of street widening requirement along Moorpark Street • Modification of street widening requirement along Ventura Boulevard to 2' to complete a 37' half street width and a 20' sidewalk.
Environmental Clearance		MND with Expanded Initial Study	MND Reconsideration

CONCLUSION

As evidenced in the comparison table above, deviations from the provisions of the Ventura/Cahuenga Boulevard Corridor Specific Plan and the Los Angeles Municipal Code are necessary for the development of a supermarket, not only to meet the area needs of the supermarket to allow for successful operations but also to allow for a physically and economically feasible development. In any case, while both the Whole Foods Market Project and Ralph's Supermarket require/required similar discretionary actions, the number of

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discretionary actions requested for the proposed Whole Foods Market, as well as the scope of the development in terms of height, is limited as compared to the actions approved for the Ralph's Supermarket. Specifically, the number of deviations from the Ventura/Cahuenga Boulevard Corridor Specific Plan is limited to three for the Whole Foods Market, while the Ralph's Supermarket was approved for 5 deviations.

Please feel free to contact us at (818) 716-2689 with any questions.

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