



**LOS ANGELES DEPARTMENT OF CITY PLANNING
RECOMMENDATION REPORT**



CITY PLANNING COMMISSION

DATE: January 24, 2008
TIME: after 8:30 a.m.*
PLACE: Van Nuys City Hall
 14410 Sylvan Street
 Council Chamber, 2nd Floor
 Van Nuys, CA 91401

CASE NO. CPC-2006-3786-CDO-ZC
**COMMUNITY DESIGN OVERLAY PLAN AND
 ZONE CHANGE**

CEQA: ENV-2007-1541-ND
Incidental Cases: None
Related Cases: CPC-2007-2134-CA
Council District: 11
Plan Areas: Venice, Palms-Mar Vista-Del Rey
Certified NCs: Venice Neighborhood Council,
 Del Rey Neighborhood Council
Plan Land Uses: Community Commercial,
 General Commercial, Limited Manufacturing,
 Public Facilities
Zones: C2-1, [Q]C2-1, C4-OX-2D, M1-1,
 [Q]M1-1, M2-1, P-1, (Q)P-1, PF, [Q]PF-1XL,
 [T][Q]RAS4-1
Applicant: City of Los Angeles

Public Hearing Required

PROJECT LOCATION: The area comprised of all parcels fronting Lincoln Boulevard between the Santa Monica—Los Angeles City boundary (between Ozone Avenue and Commonwealth Avenue) to the north and the Marina Expressway to the south.

PROPOSED PROJECT: A Community Design Overlay District including Design Guidelines and Development Standards that will enhance the visual and aesthetic qualities of Lincoln Boulevard by encouraging pedestrian oriented development, restricting signage, and placing design controls on new developments and alterations of existing buildings.

- REQUESTED ACTIONS:**
1. Pursuant to Section 12.32(C) of the Municipal Code, a **Zone Change** to those parcels lying within the Lincoln Boulevard CDO Boundary from C2-1 and [Q]C2-1 to [Q]C2-1-CDO, from C4-OX-2D to [Q]C4-OX-2D-CDO, from M1-1 and [Q]M1-1 to [Q]M1-1-CDO, from M2-1 to [Q]M2-1-CDO, from P-1 and (Q)P-1 to [Q]P-1-CDO, from [Q]PF-1XL to [Q]PF-1XL-CDO, from PF to [Q]PF-1-CDO, and from [T][Q]RAS4-1 to [T][Q]RAS4-1-CDO.
 2. Pursuant to Section 12.32(S) of the Municipal Code, the adoption of a **Community Design Overlay District** with corresponding design guidelines and development standards.

RECOMMENDED ACTIONS:

APPROVE the staff report and **ADOPT** attached findings.
APPROVE Negative Declaration No. ENV-2007-1541-ND dated April 20, 2007.
APPROVE the proposed Lincoln Boulevard Community Design Overlay District (CDO) boundaries as modified, and
RECOMMEND that the City Council adopt the Ordinance establishing the boundaries as shown on Exhibit A
APPROVE the proposed Lincoln Boulevard Community Design Overlay District (CDO) Design Guidelines and Standards (Exhibit B).
APPROVE AND RECOMMEND that the City Council adopt the Zone Change Ordinance to institute the recommended Qualifying Conditions (Page Q-1).

S. Gail Goldberg, AICP
 Director of Planning

Original in file

ADVICE TO PUBLIC: *The exact time this report will be considered during the meeting is uncertain since there may be several other items on the agenda. Written communications may be mailed to the *Commission Secretariat, Room 532, City Hall, 200 North Spring Street, Los Angeles, CA 90012*. While all written communications are given to the Commission for consideration, the initial packets are sent to the week prior to the Commission's meeting date. If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing agendized herein, or in written correspondence on these matters delivered to this agency at or prior to the public hearing. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability, and upon request, will provide reasonable accommodation to ensure equal access to this programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request not later than three working days (72 hours) prior to the meeting by calling the Commission Secretariat at (213) 978-1300.

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Additional Resources:

Website address for Lincoln Boulevard CDO documents: <http://cityplanning.lacity.org/>
(From the main Planning Department page, select “Plans and Ordinances in Progress” and then “Other Plans and Reports in Progress”)

PROJECT ANALYSIS

Project Summary

The Lincoln Boulevard Community Design Overlay (CDO) proposal is comprised of three plan components:

1. The Lincoln Boulevard CDO Boundary Area (established by ordinance);
2. The CDO Guidelines and Standards Document, with text and image details that articulate and implement the overlay plan;
3. A Zone Change Ordinance to impose Qualifying [Q] Conditions with design and land use restrictions and limitations that further advance the goals of the CDO.

A CDO is a planning tool to implement the objectives of the Community Plan; it can enhance the visual and aesthetic qualities of an area by imposing design guidelines and standards, applicable to new developments and to alterations of existing buildings. The proposed Lincoln Boulevard CDO District provides guidelines and standards for development projects on properties fronting Lincoln Boulevard in the community of Venice. The intent of the CDO is to provide design guidance and direction to enhance the visual identity, and to improve the walkability and the appearance of the Lincoln corridor.

Physical Setting and Characteristics

The Lincoln Boulevard CDO covers approximately two miles of land abutting Lincoln Boulevard; the subject area spans from the City of Los Angeles / City of Santa Monica boundary (just north of Commonwealth Avenue) to the Marina Expressway (90 Freeway) (See *Exhibit A*). Parcels on this segment of Lincoln are generally zoned for commercial and industrial uses. In the northern portion of the study area, parcels are zoned Commercial C2-1 between the City Boundary to just south of Washington Boulevard. South of Washington Boulevard, parcels on the west side are zoned with higher intensity Commercial, C4-OX-2D, and parcels on the east side are zoned Manufacturing M1-1 and M2-1. The Venice Specific Plan restricts heights to 30 feet along the west side of the Boulevard, whereas there is no height restriction on the east side. Both sides of the Boulevard contain a floor area ratio (FAR) restriction of 1.5:1 (See *Exhibit B, Figure 2 "Lincoln CDO Existing Underlying Zoning"*). Lincoln Boulevard is the major north-south arterial traversing the Venice Community Plan Area; notably, it is currently under the jurisdiction of the California Department of Transportation (Caltrans) and functions as a state highway.

Most parcels along Lincoln Boulevard are shallow, typically measuring about 90 feet in depth, while some are as shallow as 70 feet or less. Most lots are narrow as well, typically measuring 50 feet in width. There are a few large parcels that are both wide and deep, with parcel edges abutting adjacent residential zones. (These as shown as Subarea A: see *Exhibit B, Figure 1 "Lincoln CDO Boundaries and Subareas"*).

The Boulevard is lined with a mix of uses – from used furniture boutiques and ethnic restaurants, to fast food establishments and large national retail stores. South of Washington Boulevard, there is a concentration of motorcycle and auto-related services and retail. Two public facilities, an elementary school and a historic Water and Power building, occupy the parcels bordered by San Miguel, Broadway, and California Avenues.

The current building stock contains some older one- and two-story commercial structures that feature traditional pedestrian-oriented details and maintain the streetwall. However, the predominant built form is low-rise and auto-oriented: strip malls, large-scale retail set back from

the street behind surface parking, auto repair, and used car lots. Curb cuts and driveways are frequent, with parking and car access directly from Lincoln Boulevard. Signage along Lincoln is often excessive, bulky, garish, and tall – another indication of the auto-oriented nature of the boulevard. A number of billboards break the skyline and clutter the public airspace.

Goals and Objectives

The purpose of the Lincoln CDO is to ensure that development along Lincoln Boulevard reflects the overall vision of a cohesive, pedestrian-friendly and vibrant commercial and mixed-use boulevard. Rather than serve simply as an auto-oriented commercial and traffic corridor, Lincoln is envisioned to become a multimodal main street for the Venice Community. Additionally, by encouraging a mix of retail, services, office uses, and housing, the CDO can help to generate concentrations of pedestrian activity to support both transit and an active street environment. The CDO can ensure that storefronts and building façades both cater to the pedestrian and maintain visual continuity.

The CDO, using a combination of Guidelines and Standards and Qualifying [Q] Conditions, achieves the following objectives:

- Encourages an inviting pedestrian environment and streetwall continuity by directly fronting buildings onto Lincoln while minimizing parking and driveways abutting the Boulevard.
- Heightens visual interest and enhances pedestrian orientation by incorporating onto building facades three-dimensional elements, material variation, maximum transparency, and emphasized entrances.
- Embraces playful architectural elements that provide visual interest and draw inspiration from the existing local lexicon of unique architectural expressions and typographies characteristic of the community.
- Promotes a vital, active street by integrating multiple land uses and allowing for a variety of building types.
- Minimizes visual blight and clutter through the appropriate placement of context-sensitive signage and by screening from view unsightly equipment.
- Provides abundant quality landscaping that creates inviting spaces, provides shade within the public realm, screens unattractive areas, and enhances architectural detailing.
- Enhances and protects natural and historic resources through environmentally-sensitive, sustainable project design and through preservation of select, quality buildings.

The design Guidelines and Standards are flexible in application, providing direction for design articulation without mandating one particular architectural style or form. The implementation of these guidelines ensures that each project contributes to a more functional, walkable, and appealing corridor, without stifling design creativity. In this way, improvements to individual properties can, over time, enhance the function of the Boulevard as a meaningful public place and space.

An important feature of Lincoln Boulevard is its evolving character where it transects different neighborhood areas. It comprises several sections that serve somewhat different functions, and that are informed by the intersections of other streets, adjacent uses and functions, and historical patterns. Major intersections, for example, serve as hubs of activity, particularly if these are also points of transfer for transit users. These “nodes,” or areas of distinct functions and activity, are important because they each have unique identities. These particular identities can encourage distinct types of development around and near the nodes. Thus, the building scale and use may change accordingly as the boulevard progresses north to south; this is a desirable feature and is necessary for the creation of well-functioning and interesting commercial corridors.

Project Initiation and Public Process

The Los Angeles City Council approved a Motion on January 11, 2005 requesting that the Department of City Planning create a CDO for Lincoln Boulevard, citing the need to “improve the unsightly character and poor visual identity that exists.” The effort was initiated by Council District 11 as encouraged by Venice community members and existing local improvement efforts. The Motion noted that work had already been underway by “the local Neighborhood Council, the Venice Community Coalition, and other groups” to improve Lincoln Boulevard’s visual appearance.

Planning Department efforts began on the project in January 2006, when planning staff conducted extensive field surveys culminating in a visual documentation survey (*Exhibit D*). Other research included reviews of existing CDOs throughout the City, consideration of pedestrian-oriented design guidelines common nationwide, and augmentation to recent local efforts such as the Lincoln Corridor Task Force and Envision Venice.

Public outreach began with participation at the small group discussion level, with the intent to solicit input as to plan goals and priorities for design topics. Five “Focus Group” meetings were held during the next few of months, from January to May 2006. Two were with the Venice Community Coalition, an organization formed to address Lincoln Boulevard and instrumental in bringing about the CDO. Two focus group meetings were with local design professionals, namely local architectural, urban design, landscape design, and planning firms with projects in the community. One larger focus group meeting involved property owners on Lincoln Boulevard—all those within the boundary area were invited. These events served as brainstorming sessions and Planning Staff outlined design topics that could be considered for the Lincoln Boulevard CDO. The focus group conversations and resulting feedback was informative; and the next step was to further refine the concepts discussed. Planning Staff then drafted a preliminary version of the design Guidelines and Standards to introduce specific measures for achieving improvements. As well, additional research was conducted by Staff to determine current planning and zoning impediments to the agreed design goals.

An update was presented to the Venice Neighborhood Council, as well as the West Los Angeles Area Planning Commission in March of 2007, followed by a Public Workshop on March 22, 2007. At the request of some community members, the Public Workshop was held at the Boys and Girls Club, located on Lincoln Boulevard within the CDO boundary. The meeting format included a general presentation followed by break-out group discussions based on topics such as existing zoning, proposed design standards, and public process. The draft Guidelines and Standards were subsequently revised by Staff based on comments received. An Open House (i.e. informational session) and Public Hearing were held on June 13, 2007 at the Pen Mar Recreation Center. The format for the Open House included a twice repeated general presentation, a design standard discussion in an adjoining room, and designated areas to pursue topics of interest and discussions with Staff. The Public Hearing provided a formal setting to give input to a Hearing Officer. Update presentations were given again to the Del Rey Neighborhood Council on January 10, 2008, Venice Neighborhood Council on January 15, 2008, and the West Los Angeles Area Planning Commission on January 16, 2008.

The City Planning Commission Meeting shall function as a Public Hearing to provide an additional opportunity to receive input. Extensive efforts were made throughout the public process to actively engage the community and go beyond minimal noticing requirements. For example, local newspapers were contacted, and information was made accessible online before and after public events.

Issues and Conclusions

The neighborhood residents and other stakeholders have been instrumental in providing meaningful comments during the development process of the Lincoln Boulevard CDO. A few considerations have provoked ongoing discussions, and for this reason merit comment here. Early in the preparation of the CDO, it became evident that the defined issues and large-scale improvement needs for the Corridor exceeded the scope of the proposed plan. The issues most frequently raised by members of the public were topics outside of the purview of a CDO: the desire to address streetscape design, improve traffic and transit functions, underground powerlines, and review existing height and density limitations. Staff analysis affirms the significant need for these measures, and the benefit of a comprehensive planning approach incorporating multiple elements for a holistic solution. After the Public Workshop, the Department reevaluated the usefulness of a Community Design Overlay tool in relationship to the needs of the Community, and compared a variety of options that could incorporate additional implementation tools and changes. Staff met with the Council Office on several occasions and ultimately decided the most appropriate plan of action would be to not further delay immediate implementation; rather, we would proceed with existing established Department priorities and work programs while recharacterizing the Lincoln CDO as a critical first phase to a multi-faceted, long range effort informally referred to as the Lincoln Boulevard Master Plan.

In terms of recent updates, Staff has made some changes to the Standards and Guidelines document as a result of comments received relevant to the Public Hearing. Specific comments addressing the guidelines and standards generated the most revisions. General suggestions pertaining to scope of the CDO or with regard to issues outside of the purview of the overlay plan or the Department's jurisdiction, did not result in a substantial change to the work product. A "redlined" document showing the text changes from the Public Hearing draft document compared to the most recent draft is available online (see Table of Contents for address).

One notable evolution has been the Plan's boundary area. Originally, the initiating Council Motion defined the overlay zone as extending from the City of Santa Monica boundary on the north, to Washington Boulevard on the South. During the site survey and research phase Staff opted to also evaluate the area further south to the Marina Expressway given the section's similar character and issues. After the Public Workshop, a preliminary staff recommendation removed the two southernmost, large parcels, citing apprehension about the practicality of promoting pedestrian activity at the location of a freeway entrance. In response to strong community input at the Public Hearing, the area was restudied. The final staff recommendation, is a boundary area that extends south to the Marina Expressway as shown in Exhibit A, given the sites' gateway location as an entrance to the community, and the scope and size of development potential.

Relevance to Other Plans

Lincoln Boulevard is defined as a "Mixed-Use Boulevard" in the City of Los Angeles General Plan Framework. These areas are described as connectors to the city's neighborhood districts and community, regional and Downtown centers. Mixed-use development is encouraged along these boulevards, including housing over ground-floor storefronts or in place of commercial development. The scale, density and height of development is intended to be compatible with the surrounding areas. These corridors are served by a variety of transportation facilities. Buildings located at activity nodes along mixed-use boulevards generally shall have the same characteristics as either those of the neighborhood districts or community centers, depending on permitted land-use intensities.

The Lincoln Boulevard CDO boundary area is contained almost entirely within the boundary of the Venice Community Plan Area. Only the southeastern-most parcel—between Maxella Avenue and the Marina Expressway—is within the Palms-Mar Vista-Del Rey Community Plan Area. The proposed CDO is consistent with the objectives, policies, and programs addressed in both Community Plans which generally seek to enhance the identity of commercial districts, including Lincoln Boulevard, and to encourage pedestrian-oriented uses and development. The Venice Community Plan designates Lincoln Boulevard as a mixed use boulevard and specifically identifies its current condition as source of concern given the existing unsightly strip commercial development with poor visual identity, which lacks adequate parking, convenient access, and orientation to neighborhood and pedestrian traffic.

The Lincoln Boulevard CDO boundary area overlaps with several specific plans, most of which use the Corridor as a boundary line, thereby bisecting it east and west. (See *Exhibit B, Figure 2 “Lincoln CDO Existing Underlying Zoning”*) The Venice Coastal Zone Specific Plan (Ord. No. 175,693) boundary runs along the west side of Lincoln, from the City boundary to Washington. That Specific Plan seeks to implement the goals and policies of the Coastal Act and ensure that new development is aesthetically sound and compatible in character with the existing community. The Glencoe/Maxella Specific Plan (Ord. No. 169,102) boundary runs along the east side of Lincoln from Washington Boulevard to Maxella Avenue. That Specific Plan is intended to ensure attractive, compatible development and protect industrial uses. The Oxford Triangle Specific Plan (Ord. No. 162,509) boundary runs along the west side of Lincoln, from Washington Boulevard, south to the Marina Expressway. That plan seeks to encourage mixed-use development while ensuring compatibility with and protection of single-family homes. The Coastal Transportation Corridor Specific Plan (Ord. No. 168,999) encompasses the Lincoln Boulevard CDO boundary area. That Specific Plan is intended to help fund transportation improvement projects and regulate the phased development of land uses. Projects are subject to review pursuant to Specific Plan requirements (as applicable) in addition to Guidelines and Standards and Qualifying [Q] Conditions as part of the CDO.

Future Efforts

To create a true transformation of Lincoln Boulevard, multiple comprehensive and long-range planning efforts are required. The Lincoln Boulevard CDO is limited to addressing design standards on private property. With the implementation of the plan and associated zone change ordinance, immediate and small-scale incremental changes can occur. However, other important factors and features will determine the Corridor’s future, such as when it comes under the jurisdiction of the City of Los Angeles (if relinquished from Caltrans), whether the utility wires are undergrounded, and whether it becomes a route for a future Metro Rail Line (Los Angeles County Metropolitan Transportation Authority) or transit corridor. During the development phase and public process for developing the CDO, the Department of City Planning and Council District 11 introduced the concept of a Lincoln Corridor Master Plan, of which the CDO is considered the first phase. Subsequent efforts are intended to include a Streetscape Plan (to address sidewalks, medians, street furniture, and street trees), and also studies to evaluate zone / height changes and parking needs on the Boulevard (particularly in relationship to a potential Rail Line location). In conjunction, several Council Motions introduced by Council District 11, call for work programs to address commercial corridors in the area, including Lincoln Boulevard. Such future efforts will require the Department of City Planning to coordinate with the Departments of Transportation, Public Works, and other agencies.

QUALIFYING [Q] CONDITIONS

The following conditions shall be imposed upon parcels within the Lincoln Boulevard Community Design Overlay District, and shall be implemented by ordinance:

SECTION 1. Section 12.04 of the Los Angeles Municipal Code is hereby amended by changing the zone classification on properties shown upon a portion of the zoning maps titled “Zone Change Ordinance Map Lincoln Boulevard Design Overlay District” and made a part of Article 2, Chapter 1 of the Los Angeles Municipal Code.

Table for Section 1

Existing Zone	New Zone
C2-1	[Q] C2-1-CDO
[Q]C2-1	[Q] C2-1-CDO
C4-OX-2D	[Q]C4-OX-2D-CDO
M1-1	[Q] M1-1-CDO
[Q]M1-1	[Q] M1-1-CDO
M2-1	[Q]M2-1-CDO
P-1	[Q] P-CDO
(Q)P-1	[Q]P-1-CDO
[Q]PF-1XL	[Q]PF-1XL-CDO
PF	[Q]PF-CDO
[T][Q]RAS4-1	[T][Q]RAS4-1-CDO.

SECTION 2. Pursuant to section 12.32 G of the Los Angeles Municipal Code, and any amendment thereto, the following limitations are hereby imposed upon the use of that property described in Section 1 hereof which are subject to the Permanent “Q” Qualified Classification.

Existing “T” and “Q” conditions, if any, shall be retained. Where the zone symbols of the new zoning designation, as shown in the table for Section 1, are preceded by the symbol “Q” in Brackets, the conditions and limitations imposed by the new or additional “Q” Qualified Classification are set forth as follows:

[Q] Conditions:

1. General

If a portion of a project is within the CDO boundary, the CDO guidelines and standards and requirements contained herein shall apply to the entire project.

2. Uses

a. Buildings with ground floor residential use, on lots with 50 linear feet or more of street frontage on Lincoln, shall dedicate least 20% of the building frontage width, to a depth of 15 feet, to commercial use.

b. Drive through facilities such as those associated with restaurants, kiosks banks, and drugstores, shall be prohibited. Exempted from this are uses with services that require direct access by vehicle, such as car washes and gas stations.

3. Setbacks

New buildings shall front Lincoln Boulevard and building setbacks shall measure not more than 20 feet from the lot line abutting Lincoln Boulevard.

4. Parking Lots and Structures

a. Surface parking lots shall not be constructed between the front property line and the primary building/storefront fronting Lincoln Boulevard.

b. The ground floor of new parking structures abutting Lincoln shall consist of commercial space along the building façade, to a minimum depth of 15 feet.

c. Parking structures with a ground level containing only parking uses shall be located on the rear half of lots.

d. A landscaped buffer shall screen parking structures from all abutting residentially-zoned properties.

e. Parking structures shall be designed to substantially screen automobiles contained therein from the public view.

5. Storefront Transparency

A minimum of 60 percent of the building façade at ground level and abutting a public right-of-way shall consist of doors and transparent windows

6. Entrances

All buildings shall have a ground floor with a primary entrance oriented towards Lincoln Boulevard.

7. Appurtenances

a. External security grilles are prohibited along any building façade abutting Lincoln Boulevard or other public street, excluding rear alleys.

b. All new utility lines that directly service lots in the CDO boundary area shall be installed underground. If underground service is not available, then provisions shall be made for future underground service.

c. Utilities, storage areas, trash containers, air conditioning units, fire alarms, and similar equipment shall be placed to the rear of the site or underground when feasible. If not feasible, structures housing such elements shall be screened with landscaping or designed in a way as to be as inconspicuous as possible.

8. Fencing and walls

Chain-link fences visible from Lincoln Boulevard are prohibited.

9. Landscaping

a. Trees shall be planted along rear lot lines adjacent to residential parcels at a ratio of one tree for every 25 feet of lot width.

b. All areas of a site not occupied by buildings, parking, driveways, or used for outdoor dining or other pedestrian uses should be landscaped; a minimum of 80% of landscaped areas shall consist of plant materials.

10. Signage

a. **Prohibited Signs:** Off-site Signs (including Billboards); Pole Signs; freestanding signs on walls and fences; Illuminated Architectural Canopy Signs; Roof Signs; Inflatable Signs, including inflatable devices used for display or to attract attention; blinking, flashing, electronic, moving signs and/or signs with any rotating or moving parts that give the impression of movement;

b. **Prohibited improvements:** For existing sign types as listed above, the enlargement of signs, the augmentation of signs with lighting or digital displays, and the addition of sign facing (such as a second face on the back of an off-site sign) shall be prohibited.

c. Each premise or business with a direct public entrance on the exterior of a building shall be permitted one wall sign. If the premise abuts another street, alley, or public parking area, an additional sign is permitted on the building at that location.

d. Wall sign size shall not exceed one-and-one-half square feet per one foot of building façade length.

FINDINGS

CDO Boundaries: Charter, Municipal Code, and General Plan Findings

- 1. In accordance with Charter Sections 556 and 558, the proposed CDO boundaries are in substantial conformance with all applicable provisions of the Los Angeles Municipal Code (LAMC) and the purposes, intent and provisions of the City's General Plan.**

The proposed Lincoln Boulevard Community Design Overlay District (CDO) and Zone Change boundaries are established in accordance with the provisions of Section 12.32 (S) of the Los Angeles Municipal Code (LAMC), and are consistent with the purpose of a CDO as set forth in Section 13.08(A) of the Municipal Code. The establishment of a CDO within the boundaries shown in Exhibit A will enhance the physical qualities—functional and aesthetic—of this commercial corridor relative to its unique environmental setting.

Section 12.32(S) of the Municipal Code requires action on the part of the City Council, City Planning Commission, or Director of Planning to initiate a CDO District. On January 11, 2005, the City Council approved a Motion to instruct the Department of City Planning to create a CDO for Lincoln Boulevard to improve its visual appearance. This action initiated the boundaries of the Lincoln Boulevard CDO; as originally proposed by Council District 11 it established the City of Santa Monica border as the northern limit, and Washington Boulevard as the southern limit. The boundary area currently proposed extends further south to the Marina Expressway. The modification to incorporate the southern portion is justified given the section's similar character and issues relative to the remainder of Lincoln CDO area. given the sites' gateway location as an entrance to the community, and the scope and size of development potential.

The proposed Lincoln Boulevard Community Design Overlay District (CDO) and Zone Change boundaries are established in substantial conformance with the purposes, intent and provisions of the City's General Plan. The General Plan is divided into 12 Elements, including the Framework Element and a Land Use Element comprised of 35 Community Plans. The two Community Plans that contain the CDO boundary areas are Venice and Palms—Mar Vista—Del Rey. Both Community Plans call for the creation of one or more CDOs to meet their Plan Objectives and/or Design Policies. How the proposed CDO meets the specific provisions of each Community Plan is addressed below in Finding 3. The General Plan Framework Element identifies as one of its principal programs, the establishment of design guidelines and standards to improve the quality of development in the City. The Framework defines Lincoln as a "Mixed Use Boulevard" and states that such corridors serve to connect the City's neighborhood districts as well as community, regional, and Downtown centers. Mixed use development is encouraged along these boulevards, to be compatible with the surrounding areas. The proposed CDO and Zone Change boundary meets the intent of the Framework Element; how the proposed CDO meets specific provisions of this Element is addressed below in Finding 5.

- 2. In accordance with Charter Section 558(b)(2), the proposed CDO boundaries will be in conformance with public necessity, convenience, general welfare and good zoning practice.**

Los Angeles City Charter Section 558 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance, the City Council make findings that the ordinance conforms with public necessity, convenience, general welfare and good zoning practice.

The Lincoln Boulevard Community Design Overlay District (CDO) and accompanying Zone Change conform to these objectives as follows:

Public Necessity. The purpose of the Lincoln Boulevard Community Design Overlay District (CDO) is to ensure that development along Lincoln Boulevard reflects the overall vision of a cohesive, pedestrian-friendly and vibrant commercial and mixed-use boulevard. The CDO will ensure that storefronts and building façades both cater to the pedestrian and maintain visual continuity. The CDO can help to generate concentrations of pedestrian activity to support both transit and an active street environment. The proposed plan is necessary because the existing condition of the boulevard is unsightly and unwelcoming to pedestrians. The predominant built form is low-rise and auto-oriented structures with large expanses of parking, driveways that produce pedestrian and vehicular conflicts, and excess signage resulting in visual clutter.

Convenience. The proposed Zone Changes will be reflected in Qualifying Conditions that are broadly applicable, and require basic design features. The CDO design Guidelines and Standards are flexible in application, providing direction for design articulation without mandating one particular architectural style or form. The implementation of these guidelines ensures that each project contributes to a more functional, walkable, and appealing corridor, without stifling design creativity. In this way, improvements to individual properties can, over time, enhance the function of the Boulevard as a meaningful public place and space.

General Welfare. The Lincoln Boulevard Community Design Overlay District (CDO) is intended to visually improve the physical environment of a commercial corridor, and as a result, improve the quality of life for Los Angeles Citizens. The effort was initiated by Council District 11 as encouraged by Venice community members and existing local improvement efforts.

Good Zoning Practice. The CDO is a planning tool to implement the objectives of the Community Plan; it enhances the visual and aesthetic qualities of an area by imposing design guidelines and standards, applicable to new developments and to alterations of existing buildings. The proposed Lincoln Boulevard Community Design Overlay District (CDO) will require additional review of development projects on properties fronting Lincoln Boulevard. The CDO incentivizes quality design while prohibiting or limiting, though the use of Qualifying Conditions, building types, uses, and design features that are incompatible with a pedestrian-oriented district.

CDO Guidelines and Standards: Municipal Code and General Plan Findings

3. The proposed CDO design Guidelines and Standards are consistent with the policies of the General Plan and adopted Community Plans

Pursuant to Section 13.08(A) of the Municipal Code, one purpose of a CDO is to assure that development within communities is in accordance with design policies adopted in the applicable Community Plans. The Lincoln Boulevard Community Design Overlay District (CDO) boundary area is contained almost entirely within the boundary of the Venice Community Plan Area. (Only the southeastern-most parcel—between Maxella Avenue and the Marina Expressway—is within the Palms-Mar Vista-Del Rey Community Plan Area.) The Lincoln Boulevard CDO is consistent with the design policies and programs contained in the Venice Community Plan and the Palms—Mar Vista—Del Rey Community Plan.

The proposed CDO provides visual identity and improves the walkability and appearance of Lincoln, thereby promoting the Boulevard as a pedestrian serving commercial corridor in the Venice and Del Rey neighborhoods. It incentivizes quality design while prohibiting or limiting, through the use of Qualifying Conditions, building types, uses, and design features that are incompatible with a pedestrian-oriented district.

The establishment of the Lincoln Boulevard CDO is consistent with the purposes and intent of the Venice Community Plan in the following ways:

General. The CDO actively advances the objectives, policies, and programs addressed in the Venice Community Plan, intended to enhance the identity of commercial districts, including Lincoln Boulevard, and to encourage pedestrian-oriented uses and development. The Community Plan designates Lincoln Boulevard as a mixed use boulevard and specifically identifies its current condition as source of significant concern. The CDO addresses the following commercial issues and areas for improvement that are identified in the Community Plan: *Lack of cohesiveness and continuity of complementary uses along commercial frontages; Unsightly strip commercial development such as Lincoln Boulevard with poor visual identity, lack of adequate parking and convenient access and oriented to pass-through traffic rather than to neighborhood and pedestrian traffic; Proliferation of out-of-scale signs including billboards, roof and wall signs and sandwich board signs on sidewalks; Unsightliness of new construction such as mini-malls due to the lack of landscaping, architectural character and parking; Inadequate transition between commercial and residential uses.*

The Community Plan identifies Lincoln Boulevard, from Washington Boulevard to Rose Avenue as one of two main locations in the Plan area designated for General Commercial uses. It also describes it as the major north-south arterial traversing the Venice Community Plan Area and part of California State Route 1. It serves both local and transient populations because it carries traffic from Los Angeles International Airport to Santa Monica and other westside communities. Lincoln Boulevard presents major commercial development and improvement opportunities that can provide a visual identity and an interesting local flavor. The Community Plan calls for similar design and development standards to be applied to the east side of Lincoln as are addressed by the Venice Coastal Specific Plan on the west side of the street.

Objective 1-3. *To preserve and enhance the varied and distinct residential character and integrity of existing residential neighborhoods.*

The proposed CDO Guidelines and Standards with Zone Changes preserve nearby residential uses by protecting such properties from potential adverse impacts of new development. The CDO includes provisions to minimize noise and negative visual impacts while maximizing landscape buffers relative to residential uses.

Objective 2-1. *To conserve and strengthen viable commercial development in the community and to provide additional opportunities for new commercial development and services within existing commercial areas.*

The proposed CDO strengthens the opportunity for viable commercial development by ensuring high quality design, thereby improving the function and attractiveness of the commercial corridor. The proposed Guidelines and Standards with Zone Changes conserve commercial zoning and uses by limiting the encroachment of residential-only developments which may otherwise proliferate the corridor. The implementation of the Lincoln Boulevard CDO will ensure that development within the area is appropriately scaled to pedestrian traffic and that it facilitates a coherent identity as a commercial

corridor with necessary commercial uses and desirable aesthetic qualities. The CDO makes certain that commercial projects will be designed and developed to achieve a high level of quality, distinctive character, and compatibility with appropriate surrounding uses and properties.

Objective 2-2. *To enhance the identity of distinctive commercial districts and to identify pedestrian-oriented districts.*

The proposed CDO Guidelines and Standards with Zone Changes enhance the identity of Lincoln Boulevard as a distinctive commercial corridor by improving the quality of development, and walkability of the street. Through the implementation of Guidelines and Standards that pertain to private properties, the CDO addresses such considerations as storefront design, building orientation, site layout, parking lot placement, landscaping, and signage. For each of these elements, the CDO calls for pedestrian-oriented design features. The CDO also encourages mixed-use developments. The corresponding Zone Changes prohibit specific design features and uses that are not appropriate or compatible with a pedestrian oriented commercial district.

Objective 2-3. *To enhance the appearance of commercial districts.*

The proposed CDO Guidelines and Standards with Zone Changes enhance the visual appearance of Lincoln Boulevard by improving the quality of development, and by minimizing visual blight and clutter. Through the implementation of Guidelines and Standards that pertain to private properties, the CDO addresses such considerations as storefront design, building orientation, site layout, parking lot placement, landscaping, and signage. For each of these elements, the CDO calls for design features that create a more attractive, orderly, and welcoming environment, while maintaining architectural diversity, visual interest and community character. The corresponding Zone Changes also prohibit specific design features that are not appropriate or beneficial to the presence of the Boulevard. Over time, the result is expected to preserve character, scale and architectural diversity.

Objective 3-2. *To assure mitigation of potential negative impacts generated by industrial uses when they are located in proximity to residential neighborhoods and to improve the aesthetic quality of industrial uses.*

The proposed CDO permits viable industrial uses while ensuring high quality design, thereby improving the function and attractiveness of the commercial corridor. The implementation of the Lincoln Boulevard CDO will ensure that development within the area is appropriately scaled to pedestrian traffic and that it facilitates a coherent identity as a commercial corridor with necessary manufacturing uses and desirable aesthetic qualities. The CDO makes certain that all projects will be designed and developed to achieve a high level of quality, distinctive character, and compatibility with appropriate surrounding uses and properties.

Objective 12-2. *To promote pedestrian-oriented access and routes that are safe, efficient and attractive for commuter, school and recreational use, and facilitate economic activity and access to transit facilities.*

The proposed CDO facilitates pedestrian movement by improving the quality of development and walkability of the street. It provides certainty that development along Lincoln Boulevard reflects the overall vision of a cohesive, pedestrian-friendly and vibrant commercial and mixed-use boulevard. The CDO Guidelines and Standards with

Zone Changes ensure that storefronts and building façades both cater to the pedestrian and maintain visual continuity, which is achieved through minimal setbacks, transparency, appropriate signage, and increased architectural and landscape detailing. As a direct result of the development standards, individual properties will be welcoming and accessible to pedestrians. As well, these improvements will indirectly enhance the function of the Boulevard as a Commercial corridor, thereby making it a more useful, interesting, and safe avenue for travel. By encouraging a mix of retail, services, office uses, and housing, the CDO will serve to generate concentrations of pedestrian activity to support both an active street environment and transit.

Objective 17-1. *To ensure that the Community's historically significant resources are protected, preserved and enhanced.*

The proposed CDO Guidelines and Standards identify historic resources and potential historic resources, and help protect these buildings by establishing provisions to maintain historic features on structures and by requiring an additional level of project review for defined properties.

Commercial: Site Planning Design Policies (Chapter V). *Structures shall be oriented toward the main commercial street where a parcel is located and shall avoid pedestrian/vehicular conflicts.*

The proposed CDO includes provisions addressing the following standards: *Locating surface parking areas between commercial and residential uses, where appropriate; Minimizing the number of driveways providing access from major or secondary highways; Maximizing retail and commercial service uses and pedestrian entrances at the street level of commercial developments fronting on main commercial streets; Providing through arcades from the front of buildings to rear parking for projects with wide frontages; Providing, where feasible, the undergrounding of new utility service.*

Commercial: Pedestrian-Oriented Height and Building Design Policies (Chapter V). *Along Mixed-Use Boulevards, the mass, proportion and scale of all new buildings and remodels shall be at a pedestrian scale. The design of all proposed projects shall be articulated to provide variation and visual interest, and enhance the streetscape by providing continuity and avoiding opportunities for graffiti. Building materials employed should provide relief to untreated portions of building facades. The purpose of these provisions is to ensure that a project does not result in large sterile expanses of building walls, is designed in harmony with the surrounding neighborhood, and creates a stable environment with a pleasant and desirable character.*

The proposed CDO includes provisions addressing the following standards: *Using articulations, recesses, and other architectural elements to break up long, flat building facades and free standing walls; Maximizing the area devoted to doors, windows and transparent elements on front facades or those facing rear parking; Providing complementary and accenting building materials to building facades; Locating surface parking to the rear of structures.*

Commercial: Parking Structure Design Policies (Chapter V). *Parking structures shall be integrated with the design of the buildings they serve.*

The proposed CDO includes provisions addressing the following standards: *Designing parking structure exteriors to match the style, materials and color of the main building(s); Landscaping to screen parking structures not architecturally integrated with the main building(s); Utilizing decorative walls.*

Commercial: Surface Parking Landscaping Design Policies (Chapter V).

The proposed CDO includes provisions addressing the following standard: *Devoting a minimum 7 percent of the total area of surface parking lots to landscaping.*

Commercial: Light and Glare Design Policies (Chapter V).

The proposed CDO includes provisions addressing the following standard: *Directing on-site lighting onto driveways and walkways, away from adjacent residential uses.*

Multiple-Family Residential: Design Policies (Chapter V). *The design of all buildings shall be of a quality and character that improves community appearances by avoiding excessive variety or monotonous repetition.*

The proposed CDO includes provisions addressing the following standards: *Requiring the use of articulations, recesses, surface perforations and/or porticoes to break up long, flat building facades; Utilizing complementary building materials on building facades; Incorporating varying design to provide definition for each floor; Integrating building fixtures and awnings, into the design of building(s); Screening of all roof top equipment and building appurtenances from view; Requiring decorative, masonry walls to enclose trash.*

Industrial: Structures Design Policies (Chapter V). *Attractive buffers should be created along street frontages of industrial sites, to serve such purposes as security, sound attenuation, the separation of functional areas, and the screening of unsightly nuisances.*

The proposed CDO includes provisions addressing the following standards: *Designing the site and building(s) to convey visual interest and to be compatible with adjacent uses; Treating large expanses of blank walls to create visual interest; Screening of mechanical and electrical equipment, rooftop equipment and building appurtenances from public view; Using landscaping effectively to screen parking and loading areas from roadways, and to screen from public view storage areas, trash containers and utility equipment.*

Industrial: Lighting Design Policies (Chapter V).

The proposed CDO includes provisions addressing the following standard: *Integrating exterior lighting with site design, directing exterior lighting onto the project site and locating flood lighting so as not to impact any surrounding residential uses.*

Industrial: Residential Interface Areas Design Policies (Chapter V). *New development of industrial uses should incorporate design guidelines in order to mitigate potential negative impacts generated by manufacturing uses when they are located adjacent to residentially zoned neighborhood.*

The proposed CDO includes provisions addressing the following standards: *Landscaping setback along any portion of the frontage not required for driveways, facing the residential use; Shielding, enclosing, and designed for sound absorbing of all exhaust fans and exterior or rooftop mechanical equipment.*

The establishment of the Lincoln Boulevard CDO is consistent with the purposes and intent of the Palms—Mar Vista—Del Rey Community Plan in the following ways:

General. The CDO actively advances the objectives, policies, and programs addressed in the Palms—Mar Vista—Del Rey Community Plan, intended to enhance the function, design, and appearance of commercial and industrial areas and maximizing development around future transit systems. The CDO addresses the following commercial issues and areas for improvement that are identified in the Community Plan: *Lack of cohesiveness and continuity of complementary uses along commercial frontages; Unsightly strip commercial with poor visual identity, lack of parking and convenient access with orientation to pass-through traffic rather than neighborhood and pedestrian-oriented; Lack of landscaping, proliferation of out of scale signs including Billboards, roof and wall signs and sandwich board signs on sidewalks; Unsightliness of new construction such as mini-malls due to the of landscaping, architectural character and parking; Inadequate transition between commercial and residential uses.*

The Community Plan identifies the portion of the Plan Area within the Lincoln Boulevard CDO boundary as a part of the major regional-level scale commercial center: the Marina Place/Villa Marina complex located on the western edge of the community adjoining Lincoln Boulevard. It contains movie theaters, a large hotel, variety of restaurants and retail uses. While it does not identify the small portion of land within the CDO boundary as mixed use or pedestrian-oriented, the Urban Design Chapter (V) introduction indicates that policies and standards specified in that chapter can be accomplished with the establishment of a Community Design Overlay District. Additional relevant findings addressing Chapter V Design Policies can be found below.

Objective 1-3. *To preserve and enhance the varied and distinct residential character and integrity of existing residential neighborhoods.*

The proposed CDO Guidelines and Standards with Zone Changes preserve nearby residential uses by protecting these adjacent properties from potential adverse impacts of new development. The CDO includes provisions to minimize noise and negative visual impacts while maximizing landscape buffers relative to residential uses.

Objective 2-1. *To conserve and strengthen viable commercial development in the community and to provide additional opportunities for new commercial development and services within existing commercial areas.*

The proposed CDO strengthens the opportunity for viable commercial development by ensuring high quality design, thereby improving the function and attractiveness of the commercial corridor. The proposed Guidelines and Standards with Zone Changes conserve commercial zoning and uses by limiting the encroachment of residential-only developments which may otherwise proliferate the corridor. The implementation of the Lincoln Boulevard CDO will ensure that development within the area is appropriately scaled to pedestrian traffic and that it facilitates a coherent identity as a commercial corridor with necessary commercial uses and desirable aesthetic qualities. The CDO makes certain that commercial projects will be designed and developed to achieve a high level of quality, distinctive character, and compatibility with appropriate surrounding uses and properties.

Objective 2-2. *To promote distinctive commercial districts and pedestrian-oriented areas.*

The proposed CDO Guidelines and Standards with Zone Changes enhance the identity of Lincoln Boulevard as a distinctive commercial corridor by improving the quality of development, and walkability of the street. Through the implementation of Guidelines and Standards that pertain to private properties, the CDO addresses such considerations as storefront design, building orientation, site layout, parking lot placement, landscaping, and signage. For each of these elements, the CDO calls for pedestrian-oriented design features. The CDO also encourages mixed-use developments. The corresponding Zone Changes prohibit specific design features and uses that are not appropriate or compatible with a pedestrian oriented commercial district.

Objective 2-3. *To enhance the appearance of commercial districts.*

The proposed CDO Guidelines and Standards with Zone Changes enhance the visual appearance of Lincoln Boulevard by improving the quality of development, and by minimizing visual blight and clutter. Through the implementation of Guidelines and Standards that pertain to private properties, the CDO addresses such considerations as storefront design, building orientation, site layout, parking lot placement, landscaping, and signage. For each of these elements, the CDO calls for design features that create a more attractive, orderly, and welcoming environment, while maintaining architectural diversity, visual interest and community character. The corresponding Zone Changes also prohibit specific design features that are not appropriate or beneficial to the presence of the Boulevard. Over time, the result is expected to preserve character, scale and architectural diversity.

Objective 3-1. *To provide a viable industrial base with job opportunities for residents with minimal environmental and visual impacts to the community.*

The proposed CDO permits viable industrial uses while ensuring high quality design, thereby improving the function and attractiveness of the commercial corridor. The implementation of the Lincoln Boulevard CDO will ensure that development within the area is appropriately scaled to pedestrian traffic and that it facilitates a coherent identity as a commercial corridor with necessary manufacturing uses and desirable aesthetic qualities. The CDO makes certain that all projects will be designed and developed to achieve a high level of quality, distinctive character, and compatibility with appropriate surrounding uses and properties.

Objective 12-2. *To promote pedestrian oriented mobility and utilization of the bicycle for commuter, school, recreational use, economic activity and access to transit facilities.*

The proposed CDO facilitates pedestrian movement by improving the quality of development and walkability of the street. It provides certainty that development along Lincoln Boulevard reflects the overall vision of a cohesive, pedestrian-friendly and vibrant commercial and mixed-use boulevard. The CDO Guidelines and Standards with Zone Changes ensure that storefronts and building façades both cater to the pedestrian and maintain visual continuity, which is achieved through minimal setbacks, transparency, appropriate signage, and increased architectural and landscape detailing. As a direct result of the development standards, individual properties will be welcoming and accessible to pedestrians. As well, these improvements will indirectly enhance the function of the Boulevard as a Commercial corridor, thereby making it a more useful, interesting, and safe avenue for travel. By encouraging a mix of retail, services, office uses, and housing, the CDO will serve to generate concentrations of pedestrian activity to support both an active street environment and transit.

Commercial: General Height and Building Design Policies (Chapter V). *Building materials shall be employed to provide relief to bland untreated portions of exterior buildings facades. The purpose of these provisions is to ensure that a project avoids large sterile expanses of building walls, is designed in harmony with the surrounding neighborhood and creates a stable environment with a pleasant and desirable character.*

The proposed CDO includes provisions addressing the following standards: *Providing accenting, complementary building materials to building facades. Using articulations, recesses, surface perforations and other architectural features to break up long, flat building facades; Screening from public view mechanical and electrical equipment; Enclosing trash receptacles.*

Commercial: Parking Structure Design Policies (Chapter V). *Parking structures shall be integrated with the design of the buildings they serve.*

The proposed CDO includes provisions addressing the following standards: *Designing parking structure exteriors to match the style, materials and color of the main building; Maximizing commercial uses on the ground floor; Landscaping to screen parking structures not architecturally integrated with the main building; Utilizing decorative walls.*

Commercial: Surface Parking Landscaping Design Policies (Chapter V).

The proposed CDO includes provisions addressing the following standards: *Devoting a minimum 4 percent of the total area of surface parking lots to landscaping (the CDO standard prescribes a higher landscape area of 7 percent); Landscaping with planting materials including shrubbery, flowering plants, trees, berm, hedges and ground cover.*

Commercial: Light and Glare Design Policies (Chapter V).

The proposed CDO includes provisions addressing the following standard: *Shielding and directing on-site lighting onto driveways and walkways, away from adjacent residential uses.*

Multiple Residential: Building Design Policies (Chapter V). *The design of all multi-family residential development of five or more units shall be in conformity with the visual pattern of the community. The design should promote harmony in relationship between new and existing buildings, avoid excessive variety and monotonous repetition and be sensitive to the scale, form, height and proportion of surrounding development.*

The proposed CDO includes provisions addressing the following standards: *Requiring the use of articulations, recesses, surface perforations and/or porticoes to break up long, flat building facades; Utilizing complementary building materials on building facades; Incorporating varying design to provide definition for each floor; Integrating building fixtures and awnings into the design of building(s); Screening of all roof top equipment and building appurtenances from public view; Requiring decorative, masonry walls to enclose trash.*

Multiple Residential: Landscaping Design Policies (Chapter V). *Open space and proper landscaping are an asset and an essential component of development design.*

The proposed CDO includes provisions addressing the following standards: *Providing attractive views and visual relief from the building mass; Enhancing and complementing the building with landscaping; Landscaping to buffer other land uses; Landscaping with appropriate planting material including trees, shrubbery, and flowering plants; Providing useable open space for outdoor activities.*

Industrial: Structures Design Policies (Chapter V).

The proposed CDO includes provisions addressing the following standards: *Screening mechanical and electrical equipment from public view; Enclosing trash areas. Directing exterior lighting on-site so as to not impact adjacent residential uses.*

4. The proposed CDO design Guidelines and Standards are in conformance with Section 13.08 of the Los Angeles Municipal Code (LAMC)

The proposed Lincoln Boulevard CDO design Guidelines and Standards are consistent with the purposes of a Community Design Overlay District as stated in Section 13.08 of the Los Angeles Municipal Code. Implementation of the CDO assures that development in the area takes place in accordance with the Plan Objectives and Design Policies contained in the adopted Community Plans for Venice and Palms—Mar Vista—Del Rey. The CDO promotes distinctive character, stability and visual quality in this existing commercial corridor, and ensures that future development provides a ‘sense of place’ in terms of design, because it considers the unique architectural character and environmental setting of the district. When projects are proposed that include residential units, the CDO Guidelines and Standards will improve the visual attractiveness of multi-family housing while still enabling such projects to meet the needs of diverse social and economic groups in the community. The CDO protects the integrity of previously attained entitlements by fostering a more attractive, pedestrian-serving commercial corridor and helping to prevent the addition of structures with exterior design not compatible with the surrounding neighborhood.

The proposed CDO consists of 23 design guidelines that encompass 81 standards applicable to new developments and to alterations of existing buildings. Site planning guidelines address setbacks and parking/vehicular access. Architectural detailing and articulation guidelines address ground-floor façade articulation, massing and articulation of upper stories, whimsical architecture, entrances, parking structure design, residential ground floor restrictions, and awnings/canopies. Appurtenance guidelines address security grilles, utilities, service areas, mechanical equipment, and fencing/walls. Landscaping guidelines address general landscaping location and materials, and landscaping of parking lots and structures. Signage guidelines address wall signs, projecting signs, awning or canopy signs, multi-tenant building signage, monument signs, and other signs. Resource protection guidelines address sustainable building design, and historic resources.

CDO Zone Change Ordinance: Charter and General Plan Findings**5. In accordance with Charter Sections 556 and 558, the proposed zone change ordinance and permanent Qualifying [Q] Conditions are in substantial conformance with the purposes, intent and provisions of the City’s General Plan.**

Los Angeles City Charter Section 556 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance, such as a Community Design Overlay and Zone Change, the City Council make findings that the ordinance is in substantial conformance with the purposes, intent and provisions of the General Plan. The proposed zone change ordinance accompanying the Lincoln Boulevard Community Design Overlay District (CDO) is in conformance with the purposes, intent and provisions of the General Plan as it will enhance the physical qualities—functional and aesthetic—of this commercial

corridor relative to its unique environmental setting. The zone change ordinance will place design controls in the form of Qualifying conditions on building setbacks, the location and buffering of parking lots and parking structures, storefront articulation, entrances, appurtenances location and concealment, fencing and walls, landscaping, and signage, as well as place restrictions or prohibitions on uses that are inconsistent with a pedestrian-oriented corridor.

The proposed Lincoln Boulevard Community Design Overlay District (CDO) and Zone Change ordinance are established in substantial conformance with the purposes, intent and provisions of the City's General Plan. The General Plan is divided into 12 Elements, including the Framework Element and a Land Use Element comprised of 35 Community Plans. The two Community Plans that contain the CDO boundary areas are Venice and Palms—Mar Vista—Del Rey. Both Community Plans call for the creation of one or more CDOs to meet their Plan Objectives and/or Design Policies. How the proposed CDO meets the specific provisions of each Community Plan is addressed above in Finding 3.

The **General Plan Framework Element** defines Lincoln as a “Mixed Use Boulevard” and states that such corridors serve to connect the City's neighborhood districts as well as community, regional, and Downtown centers. Mixed use development is encouraged along these boulevards, to be compatible with the surrounding areas. The Framework Element identifies as one of its principal programs, the establishment of design guidelines and standards to improve the quality of development in the City. The proposed CDO with Zone Change Ordinance meets the intent of the Framework Element in the following ways:

Framework Chapter 5 General Issues: Identity. The proposed CDO with Zone Change Ordinance includes provisions that reinforce the Venice and Del Rey neighborhoods and aid in connecting them to one another and to larger districts and centers on the Westside of town, thereby helping to define a citywide structure. The proposed plan takes into account the fact that many residents do not identify with the City as a whole, but, instead, with their own neighborhood; the CDO seeks to capitalize on the existing character of the surrounding community.

Framework Chapter 5 General Issues: Liveability. The proposed CDO with Zone Change Ordinance includes provisions that improve one commercial corridor that is unattractive and lacking open space, and needs visual and recreational amenities. The proposed plan facilitates change, which, in conjunction with other efforts enables the street to function as open space through development that reinforces the neighborhood character using proper design and landscaping.

Framework Objective 5.1. The proposed CDO with Zone Change Ordinance includes provisions to advance Objective 5.1: *It translates the Framework Element's intent with respect to citywide urban form and neighborhood design to the community and neighborhood level through a locally prepared plan that builds on the neighborhood's attributes, emphasizes quality of development, and provides a "proactive" implementation program.*

Framework Objective 5.2. The proposed CDO with Zone Change Ordinance includes provisions to advance Objective 5.2: *It (indirectly) encourages future development along a corridor that is served by transit and which already provides a commercial function for the surrounding neighborhoods and greater community. Pursuant to Policy 5.2.2(d), housing over ground floor storefronts is encouraged.*

Framework Objective 5.5. The proposed CDO and Zone Change Ordinance includes provisions to advance Objective 5.5: *It enhances the liveability of the Venice and Del Rey neighborhoods by upgrading the quality of development and improving the quality of the public realm.* Pursuant to Policy 5.5.3, *building and site design standards and guidelines were formulated and will be adopted to raise the quality of design.* Pursuant to Policy 5.5.6, *building and site design elements are identified for this mixed-use street, that include the location of the building base horizontal articulation and other design elements.* Pursuant to Policy 5.5.7, *the undergrounding of utilities is promoted, where possible and corresponding to new development.*

Framework Objective 5.6. The proposed CDO and Zone Change Ordinance includes provisions to advance Objective 5.6: *It conserves the community character of neighborhoods not designated as growth areas (the nearby residential zones) as a result of (indirectly) encouraging growth and new development on the mixed-use boulevard.*

Framework Objective 5.8. Although technically Lincoln Boulevard is not identified as a “Neighborhood District” or “Community Center,” the proposed CDO and Zone Change Ordinance includes provisions relevant to Objective 5.8: *It encourages the establishment of a strong pedestrian orientation for this commercial corridor, so that the Boulevard can serve as a focus of activity for the surrounding community and a focus for investment in the community.* Pursuant to Policy 5.8.1, *new buildings include the following characteristics: An exterior building wall high enough to define the street, create a sense of enclosure, and typically located along the sidewalk; A building wall more-or-less continuous along the street frontage; Ground floor building frontage designed to accommodate commercial uses; Shops with entrances directly accessible from the sidewalk and located at frequent intervals; Ground floor building walls devoted to display windows or display cases; Parking located behind the commercial frontage and screened from view and driveways located on side streets where feasible; Arcades substantially open to the sidewalk to accommodate outdoor dining or other activities.* Pursuant to Policy 5.8.3, *pedestrian-oriented building design is encouraged.* Pursuant to Policy 5.8.4, *signage will be integrated with the architectural character of the buildings and convey a visually attractive character.*

6. **In accordance with Charter Section 558 (b)(2), the proposed zone change ordinance and permanent [Q] conditions are in conformance with public necessity, convenience, general welfare and good zoning practice.**

Los Angeles City Charter Section 558 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance, the City Council make findings that the ordinance conforms with public necessity, convenience, general welfare and good zoning practice. The Community Design Overlay District and accompanying Zone Change conform to these objectives as follows:

Public Necessity. The purpose of the CDO is to ensure that development along Lincoln Boulevard reflects the overall vision of a cohesive, pedestrian-friendly and vibrant commercial and mixed-use boulevard. The zone change ordinance is necessary to ensure the effectiveness of the proposed Lincoln Boulevard CDO. The Guidelines and Standards, in conjunction with the Zone Change Ordinance, will ensure that storefronts and building façades both cater to the pedestrian and maintain visual continuity. These measures will prevent new construction or alterations to existing buildings, if they are incompatible with the goals of the corridor and have a blighting and degrading effect upon the community. The existing condition of the boulevard is unsightly and unwelcoming to pedestrians and requires improvement. The predominant built form is

low-rise and auto-oriented: strip malls, large-scale retail set back from the street behind surface parking, auto repair and used car lots. Curb cuts and driveways are frequent, with most retail and parking directly accessible from Lincoln Boulevard, not from the alleyways. Signage along Lincoln tends to be excessive, bulky, garish, and tall – another indication of the auto-oriented nature of the boulevard. Billboards dominate the skyline and clutter the public airspace.

Convenience. The proposed Zone Changes will be reflected in Qualifying Conditions that are broadly applicable, and require basic design features. The CDO design guidelines and standards are flexible in application, providing direction for design articulation without mandating one particular architectural style or form. The implementation of these guidelines ensures that each project contributes to a more functional, walkable, and appealing corridor, without stifling design creativity. In this way, improvements to individual properties can, over time, enhance the function of the Boulevard as a meaningful public place and space.

General Welfare. The CDO is intended to visually improve the physical environment of a commercial corridor, and as a result, improve the quality of life for Los Angeles Citizens. The effort was initiated by Council District 11 as encouraged by Venice community members and existing local improvement efforts.

Good Zoning Practice. The Zone Change Ordinance implements the objectives of the Community Plans; it enhances the visual and aesthetic qualities of an area by imposing requirements and limitations applicable to new developments and to alterations of existing buildings. It is used in conjunction with the design guidelines and standards, to comprise the Lincoln Boulevard Community Design Overlay (CDO) District. The Qualifying [Q] Conditions will permit an additional level of review for development projects on properties fronting Lincoln Boulevard, thereby eliminating building types and design features that are incompatible with a pedestrian-oriented district.

CDO Zone Change Ordinance: Qualifying [Q] Condition Findings

7. The Zone Changes instituting permanent [Q] conditions impose restrictions and requirements are necessary to achieve the goals of the Community Design Overlay (CDO) District.

The proposed zone changes correspond to Guidelines and Standards contained in the CDO. These Permanent Qualifying Conditions place design controls, limitations, or prohibitions on uses and features that complement the provisions of the CDO. While the Guidelines and Standards are not zoning requirements by ordinance, they are provisions to which project applicants are expected to adhere. Pursuant to Section 13.08 of the Los Angeles Municipal Code (LAMC), the application process for projects in the CDO area entails a Determination from the Department of City Planning to include Findings on how projects meet the Guidelines and Conditions contained in the CDO. In contrast, the Permanent Qualifying Conditions are zoning requirements that must be met unless an application for a Variance is approved, entailing findings of fact pursuant to Section 12.27 of the Municipal Code. The Zone Change ordinance contains comparatively fewer Qualifying Conditions than the number of guidelines and standards; these two components of the CDO provide unique functions. Whereas the Guidelines and Standards address comprehensive design considerations with a high degree of detail, they can't possibly address every circumstance or project scenario that may arise. The proposed zone changes are fundamental and overarching and address elements that under no uncertain terms are necessary for producing a pedestrian-oriented and attractive corridor—to which there are no reasonably predicted exceptions. The

combined result is a Community Design Overlay (CDO) District that is prescriptive but adaptable.

Finding 3, above, details how the [Q] Conditions (along with the Guidelines and Standards) are consistent with provisions in both Community Plans, and Finding 5, above, details how the [Q] Conditions are consistent with provisions in the Framework Element. The below findings detail how the specific [Q] Conditions advance the goals of the Lincoln Boulevard CDO. The proposed Zone Changes and permanent [Q] conditions impose restrictions with intended benefits as follows:

[Q] Condition 1: General. If a portion of a project is within the CDO boundary, the CDO guidelines and standards and requirements contained herein ([Q] Conditions) shall apply to the entire project.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by encompassing large scale projects, which contribute proportionately more significantly to the character of the neighborhood. This zone change ensures that new developments with a commercial component adhere to the CDO in their entirety, not only the portion immediately abutting Lincoln Boulevard. Commercial and mixed use projects comprised of multiple lots will be designed and developed to achieve a high level of quality, distinctive character, and compatibility with appropriate surrounding uses and properties.

[Q] Condition 2a: Uses. Buildings with ground floor residential use, on lots with 50 linear feet or more of street frontage on Lincoln, shall dedicate least 20% of the building frontage width, to a depth of 15 feet, to commercial use.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by conserving commercial zoning and uses by limiting the encroachment of residential-only developments which may otherwise proliferate the corridor and detract from a quality pedestrian environment. In a simple manner, this zone change reduces the likelihood that long stretches of streetfront would be dedicated solely to residential uses—but still allows design flexibility. While residences importantly provide people and activity, in over-concentration they can be detrimental to a commercial district. Pedestrian-oriented streets require predominately commercial uses located at the ground floor with shops with entrances directly accessible from the sidewalk, at frequent intervals.

[Q] Condition 2b: Uses. Drive through facilities such as those associated with restaurants, kiosks banks, and drugstores, shall be prohibited. Exempted from this are uses with services that require direct access by vehicle, such as car washes and gas stations.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by prohibiting structures that discourage pedestrian activity. It limits automobile-oriented uses, thereby improving the function of the boulevard as a vibrant commercial and mixed-use corridor, and advancing its identity as an attractive, cohesive pedestrian-friendly environment. It changes Lincoln's existing undesirable character as an auto-oriented commercial and traffic corridor—the most clearly defined goal of the CDO. This zone change protects public safety by minimizing pedestrian / vehicular conflicts by reducing driveways and developments that cater to auto use—but doesn't force necessary auto-services out of the area. This zone change significantly reduces building designs that are unsightly, cluttered, unwelcoming, and produce discontinuity on the street wall. This zone change ensures that development within the area is appropriately oriented to pedestrian traffic and that it facilitates a coherent identity as a commercial corridor with desirable aesthetic qualities.

[Q] Condition 3: Setbacks. New buildings shall front Lincoln Boulevard and building setbacks shall measure not more than 20 feet from the lot line abutting Lincoln Boulevard.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by ensuring that storefronts and building façades maintain visual continuity and cater to the pedestrian by requiring close proximity to the sidewalk edge. The permissible depth allows some flexibility in building design, including accommodations for a wider sidewalk or other open space on the property. This zone change produces design features that maximize retail and commercial service uses and pedestrian entrances at the street level. It helps to define the street and create a sense of enclosure, by producing a continuous building wall located along the sidewalk/street frontage. When structures abut the sidewalk, they are welcoming and accessible to pedestrians.

[Q] Condition 4a: Parking Lots and Structures. Surface parking lots shall not be constructed between the front property line and the primary building/storefront fronting Lincoln Boulevard.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by minimizing the proliferation of parking lots abutting the Boulevard, a condition that creates unsightly, cluttered, unwelcoming experiences and which contributes to a discontinuous street wall. This zone change enables development that is appropriately oriented to pedestrian traffic and facilitates a coherent identity for Lincoln as a commercial corridor with desirable aesthetic qualities. This zone change reduces automobile-dominated space, thereby improving the function of the boulevard as a vibrant commercial and mixed-use corridor, and advancing its identity as an attractive, cohesive pedestrian-friendly environment. This zone change protects public safety by minimizing opportunities for pedestrian / vehicular conflicts and ensures that parking will be located behind the commercial frontage and screened from view.

[Q] Condition 4b: Parking Lots and Structures. The ground floor of new parking structures abutting Lincoln shall consist of commercial space along the building façade, to a minimum depth of 15 feet.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by ensuring that building façades cater to the pedestrian and promote a welcoming and accessible environment. Parking structures without commercial uses and which commonly have large expanses of non-transparent, non-accessible building wall detract from a quality pedestrian environment and make for uninteresting and inactive streets. This zone change enables development that is appropriately oriented to pedestrian traffic and facilitates a coherent identity for Lincoln as a commercial corridor with desirable aesthetic qualities. This zone change reduces automobile-dominated space and blank walls, thereby improving the function of the boulevard as a vibrant commercial and mixed-use corridor, and advancing its identity as an attractive, cohesive pedestrian-friendly environment. It produces ground floor building frontage designed to accommodate commercial uses and increases the opportunity for shops with entrances directly accessible from the sidewalk and storefronts providing display windows.

[Q] Condition 4c: Parking Lots and Structures. Parking structures with a ground level containing only parking uses shall be located on the rear half of lots.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by minimizing parking garages in close proximity to the streetwall, thereby maximizing opportunities

instead for building façades abutting Lincoln to cater to the pedestrian and promoting a welcoming and accessible environment. Parking structures without commercial uses and which commonly have large expanses of non-transparent, non-accessible building wall detract from a quality pedestrian environment and make for uninteresting and inactive streets; it is for this reason they are best located to the rear of properties. This zone change promotes the location of parking behind the commercial frontage and screened from public view and advances the Boulevard's identity as an attractive, cohesive pedestrian-friendly environment.

[Q] Condition 4d: Parking Lots and Structures. A landscaped buffer shall screen parking structures from all abutting residentially-zoned properties.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by protecting adjacent residential uses from potential adverse effects of new development. It serves to minimize noise and negative visual impacts while providing landscaped open space next to residences.

[Q] Condition 4e: Parking Lots and Structures. Parking structures shall be designed to substantially screen automobiles contained therein from the public view.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by minimizing visual clutter, thereby improving the function of the Boulevard as a vibrant commercial and mixed-use corridor, and advancing its identity as an attractive, cohesive pedestrian-friendly environment. Parking structures without screening detract from a quality pedestrian environment. This zone change promotes design features that create a more attractive, orderly, and welcoming environment.

[Q] Condition 5: Storefront Transparency. A minimum of 60 percent of the building façade at ground level and abutting a public right-of-way shall consist of doors and transparent windows.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by ensuring that storefronts and building façades cater to the pedestrian and provide visual interest. The incorporation of a substantial percentage of windows and doors allows pedestrians to see into a building, thereby promoting a feeling of security since the passerby is not isolated from view. Whereas a lack of windows and doors often result in expanses of blank walls that tend to be unattractive and encourage graffiti. Ground floor building walls that are devoted to display windows and that maintain direct access to the sidewalk are appropriately scaled to pedestrian traffic and therefore facilitate Lincoln's coherent identity as a commercial corridor with necessary commercial uses and desirable aesthetic qualities.

[Q] Condition 6: Entrances. All buildings shall have a ground floor with a primary entrance oriented towards Lincoln Boulevard.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by ensuring building façades abutting Lincoln cater to the pedestrian and promoting a welcoming and accessible environment. Pedestrian-oriented streets require predominately commercial uses located at the ground floor with shops with entrances directly accessible from the sidewalk, at frequent intervals. With direct entrances visible and accessible from the Boulevard, this zone change advances the Boulevard's identity as an attractive, cohesive pedestrian-friendly environment.

[Q] Condition 7a: Appurtenances. External security grilles are prohibited along any building façade abutting Lincoln Boulevard or other public street, excluding rear alleys. This zone change accomplishes the goals of the Lincoln Boulevard CDO by preventing features that are unattractive, unwelcoming, and that produce visual clutter and cover storefronts. Such devices are seldom designed in a manner that is complementary to accompanying architecture and therefore degrade the streetfront. These unsightly features send a message that the Boulevard is unsafe, influencing people to stay away; this decreases pedestrian use and deadens the street. This zone change encourages the use of alternative protective devices that are not visible and therefore enables a more attractive, orderly, and welcoming environment.

[Q] Condition 7b: Appurtenances. All new utility lines that directly service lots in the CDO boundary area shall be installed underground. If underground service is not available, then provisions shall be made for future underground service.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by reducing a prominent unattractive feature of the Boulevard that significantly contributes to visual clutter and which inhibits the location of street trees. This zone change discourages visual blight and the undergrounding of new utility service enables a more attractive and orderly street with a more useful, quality public realm.

[Q] Condition 7c: Appurtenances. Utilities, storage areas, trash containers, air conditioning units, fire alarms, and similar equipment shall be placed to the rear of the site or underground when feasible. If not feasible, structures housing such elements shall be screened with landscaping or designed in a way as to be as inconspicuous as possible.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by shielding from public view features that are unattractive, that produce visual clutter, and that may interfere with pedestrian accessibility or cover storefronts. The screening and proper location of unsightly nuisances advances the Boulevard's identity as an attractive, cohesive pedestrian-friendly environment.

[Q] Condition 8: Fencing and walls. Chain-link fences visible from Lincoln Boulevard are prohibited.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by preventing a feature that is unattractive, visual cluttering and prohibitive to pedestrians. This zone change encourages the use of alternative fencing materials that are more decorative and permanent; it also encourages elimination of fencing altogether, allowing for more attractive and open properties. This zone change prohibits a specific design element that is not appropriate or beneficial to the presence of the Boulevard, thereby enables a more orderly, and welcoming environment.

[Q] Condition 9a: Landscaping. Trees shall be planted along rear lot lines adjacent to residential parcels at a ratio of one tree for every 25 feet of lot width.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by protecting adjacent residential uses from potential adverse effects of new development. It serves to minimize noise and negative visual impacts while providing landscaped open space next to residences.

[Q] Condition 9b: Landscaping. All areas of a site not occupied by buildings, parking, driveways, or used for outdoor dining or other pedestrian uses should be landscaped; a minimum of 80% of landscaped areas shall consist of plant materials.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by ensuring quality landscaped open space is prevalent. The addition of trees, shrubs and groundcover will provide beauty and contribute to a more attractive, orderly, and welcoming environment.

[Q] Condition 10a: Signage Prohibited Signs. Off-site Signs (including Billboards); Pole Signs; freestanding signs on walls and fences; Illuminated Architectural Canopy Signs; Roof Signs; Inflatable Signs, including inflatable devices used for display or to attract attention; blinking, flashing, electronic, moving signs and/or signs with any rotating or moving parts that give the impression of movement.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by preventing signs that are generally unattractive, visual cluttering, incompatible with surrounding architecture, and out of scale with the pedestrian realm. This zone change encourages the use of alternative sign features that are more suitable to a pedestrian-oriented commercial Boulevard while able to effectively convey information in an attractive format. This zone change prohibits a specific design element that is not appropriate or beneficial to the presence of the street, thereby enhancing the visual appearance of Lincoln Boulevard by improving the quality of development, and by minimizing visual blight and clutter.

[Q] Condition 10b: Signage Prohibited improvements. For existing sign types as listed above, the enlargement of signs, the augmentation of signs with lighting or digital displays, and the addition of sign facing (such as a second face on the back of an off-site sign) shall be prohibited.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by preventing changes and enlargements to signs that are generally unattractive, visual cluttering, incompatible with surrounding architecture, and out of scale with the pedestrian realm. This zone change discourages the continued use of such undesirable features and encourages the use of alternative sign features that are more suitable to a pedestrian-oriented commercial Boulevard. By helping to eliminate an element that is not appropriate or beneficial to the presence of the Boulevard, it will minimize visual blight and clutter and enhance the visual appearance of Lincoln Boulevard by improving the quality of development.

[Q] Condition 10c: Signage. For Each premise or business shall be permitted one wall sign. An additional sign is permitted if the premise abuts another street, alley, or public parking area.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by limiting the number of wall signs and thereby producing more attractive, orderly, and less cluttered building façades that are less likely to be obstructed with abundant signage. The wall sign limitation ensures that wall signs are allowed enough surface area to adequately address pedestrians and motorists without dominating the streetscape or underlying architecture. This zone change improves the visual appearance of the Boulevard and facilitates a coherent identity for Lincoln as a commercial corridor with desirable aesthetic qualities.

[Q] Condition 10d: Signage. Wall sign size shall not exceed 1.5 square feet per 1 foot of building façade length.

This zone change accomplishes the goals of the Lincoln Boulevard CDO by limiting the size of wall signs and thereby producing more attractive, orderly, and less cluttered building façades that are less likely to be obstructed with oversized signage. The wall sign limitation ensures that wall signs are allowed enough surface area to adequately address pedestrians and motorists without dominating the streetscape or underlying architecture. This zone change improves the visual appearance of the Boulevard and facilitates a coherent identity for Lincoln as a commercial corridor with desirable aesthetic qualities.

Geographic Area Findings

8. The boundaries of the proposed Lincoln Boulevard Community Design Overlay District (CDO) include those parcels on approximately two miles of land abutting Lincoln Boulevard; the subject area spans from the City of Los Angeles / City of Santa Monica boundary (just north of Commonwealth Avenue) to the Marina Expressway (90 Freeway) (See Exhibit A). The CDO area is located within the Venice Community Plan Area and the Palms—Mar Vista—Del Rey Community Plans Area.

CEQA Findings

9. A Negative Declaration (ENV-2007-1541-ND) was prepared for the proposed project on April 20, 2007. On the basis of the whole of the record, the Department of City Planning, the lead agency, determines that there is no substantial evidence that the proposed project will have a significant effect on the environment. The attached Negative Declaration (*Exhibit E*) reflects the lead agency's independent judgment and analysis. The records upon which this decision is based are with the Environmental Review Section of the Department of City Planning in Room 750, 200 North Spring Street.
10. The subject site, which is located in Los Angeles County, will not have an impact on fish and wildlife resources or habitat upon which fish and wildlife depend, as defined by California Fish and Game Code Section 711.2. In light of the above, the project qualifies for the De Minimis Exemption from Fish and Game Fees (AB-3158).

PUBLIC HEARING AND COMMUNICATIONS

A Public Hearing was held for the proposed CDO, and accompanying Zone Change on June 13, 2007. It followed an Open House or Public Information Session. In order to ensure that sufficient public notice is given regarding the proposed action, the item was re-noticed and a Public Hearing is required for the proposed action. The following information and feedback is in reference to the June 13, 2007 Public Hearing:

Public Hearing

- A public hearing on this matter was held at the Pen Mar Recreation Center at 1341 Lake Street on June 13, 2007. An Open House took place from 5:00 pm to 7:00 pm, and the Public Hearing began at 7:00 pm.
- Attendees: 80
- Speakers: 4 in SUPPORT; 0 in OPPOSITION; 10 with GENERAL COMMENTS (as indicated on speaker cards)

Written Communications Received

- Seventeen (17) letters, comment forms, or emails were received during, or in response to, the Public Hearing that indicated support of the plan.
- Of those correspondences, sixteen (16) were received that indicated support of the plan with modifications, or wrote in favor but raised concerns
- One (1) letter was received at the Public Hearing that provided general comments, neither in support or opposition
- One (1) letter was received at the Public Hearing in opposition of the plan

Summary of Public Hearing and Communications Received

1. Boundary Area

- a. The area south of Maxella Avenue, North of the Marina Expressway, and East of Lincoln Boulevard should be included in the CDO, particularly given the anticipated development of some parcels.
- b. The Lincoln Place residential complex should be included in the boundary area.
- c. The Venice Coastal Specific Plan should be extended to the east side of Lincoln Boulevard.

2. Utility Lines

- a. Utility lines need to be undergrounded.

- b. The undergrounding of utilities lines would worsen traffic and be too expensive.
- 3. Traffic**
- a. Traffic congestion is a major problem.
 - b. Stopped transit buses block one lane of traffic, when two lanes should always be free.
 - c. Vehicular congestion and accident risk should be reduced.
- 4. Transit**
- a. MTA should be consulted regarding their transit plans for Lincoln Boulevard.
 - b. A busway should be located on Lincoln Boulevard.
 - c. An elevated rail line should be constructed down the center of Lincoln.
- 5. Height Limits**
- a. Building height should be limited by imposition of Q conditions to 30 feet so that the East side mirrors the West side of Lincoln Boulevard, which is restricted by the Venice Coastal Specific Plan.
 - b. Building height should be limited to between 35 and 45 feet.
 - c. Height limit should prevent Marina Del Rey-style development of highrise apartments.
- 6. Compliance**
- a. There is not a reliable means to enforce the provisions of the CDO, particularly given the backlog of Building and Safety enforcement cases.
 - b. Community consensus should be built to make sure compliance takes place.
- 7. Scope of the CDO**
- a. Increased land use density should not be permitted.
 - b. Historic standards should apply to any buildings on State or National Register.
- 8. Concerns that the CDO doesn't go Far Enough**
- a. The CDO Standards and Guidelines language ought to be more forceful, using "shall" instead of "should."
 - b. Measures to improve pedestrian accessibility need to be more specific.
 - c. Best management practices should be used to protect water quality.
 - d. Sustainability measures need to be more forceful.
 - e. Public Art component is missing.
 - f. Provisions should be added addressing pedestrian accessibility, site line and building continuity.
 - g. Baseline native plant requirement should be made. Define the full canopy required for trees.
 - h. Expand upon historic resource protection.
- 9. Concerns that the CDO is too Restrictive**
- a. Imposition of regulations in CDO is burden on small business owners, additional processes and "red tape" incentivize larger corporations who can afford this process.
 - b. Alternative would be a public information program and use of financial incentives to encourage desired outcome.
 - c. Some standards are too prescriptive, particularly the section on whimsical elements.
 - d. Prohibition of fences too restrictive; outdoor uses need to be protected from street.
 - e. Some specific design standards within the CDO (Standards 1a, 1b, 2b, 3a) are not reasonable to require of existing buildings, and therefore the process would create a disincentive to renovate existing non-conforming structures.

- f. Driveway limitations (to 100 feet) may pose problem when there are multiple small lots with separate owners.
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- 10. Parking**
 - a. The City should build parking structures.
 - b. Street parking should be eliminated on Lincoln Boulevard.
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- 11. Streetscape**
 - a. The streetscape on Lincoln Boulevard needs to be addressed: trash receptacles, clean sidewalks, tree planting and maintenance, street furniture, public restrooms, sidewalks extended, landscaped median, and street repaved.
 - b. Sidewalks will be too narrow to accommodate street trees.
 - c. Hedges should be considered to be located on sidewalk edge to protect pedestrians.
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- 12. Bike Paths**
 - a. CDO should include section on bicycle use, including inclusion of bike racks.
 - b. Lincoln Boulevard should not have a bike path.
 - c. Bike Paths should be added.
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- 13.** Some of the blight exists because lots are so small and difficult to redevelop; this could be assisted with incentives such as parking credit.
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- 14.** Projects that have been reviewed by Neighborhood Council should receive expedited processing.
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- 15.** The City should expeditiously get Lincoln Boulevard relinquished from the California Department of Transportation.
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- 16.** The homeless problem in Venice, particularly on Lincoln Boulevard needs to be addressed.
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- 17.** Retail developers should be encouraged to stimulate pedestrian activity.
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- 18.** Billboards should be eliminated.