

# VENICE NEIGHBORHOOD COUNCIL

## Land Use and Planning Committee

### A. PROJECT INFORMATION FORM -----To Be Used for Projects Equal to or Greater than 7,500 square feet

#### INSTRUCTIONS TO APPLICANT:

1. Please E-mail this form with an electronic copy of your plans, preferably in PDF format, TEN days prior to your meeting date to [lupc@grvnc.org](mailto:lupc@grvnc.org). This form will assist the LUPC in evaluating you project.  
  
If LUPC does not receive these documents on or prior to 10 days before your meeting date, your project/issue will be postponed until the next available LUPC meeting.
2. Bring to the meeting TEN copies of your plans and renderings for The Committee. You may wish to bring additional copies for the audience.
3. The applicant is expected to outreach to residents and commercial enterprises within 500 feet of the project announcing the date of the LUPC hearing of the project and inviting public comment.

#### 1. PROJECT INFORMATION

Today's Date 1/15/08

Meeting Date 1/23/08

Project Location 225 S. Lincoln Boulevard

Cross Streets Rose Ave., 7<sup>th</sup> Ave.

Applicant Name Mrs. Gooch's Natural Food Markets, Inc. dba Whole Foods Market

Presenter Name Michael Besancon

Presenters' relationship to applicant: President- Whole Foods Market/Southern Pacific Region

Is this your initial appearance before the Committee?                      Yes        No                      If No, on what other day(s)

have you appeared? N/A

#### 2. PROJECT DESCRIPTION (General Description)

Conditional Use to permit off-site sale of a full line of alcoholic beverages (7am-11pm; 7 days/week) for off-site consumption in conjunction with the operation of Mrs. Gooch's

Natural Food Markets, Inc. dba Whole Foods Market; sale of wine for on-site

Consumption in conjunction with wine tasting room.

**3. PROJECT BACKGROUND**

Is the Project located in the Venice Coastal Zone? Yes  No

If Yes, in which Venice Specific Plan Sub-area Oakwood

In which of the following Venice Coastal Zone areas is your Project located? (please check)

Venice Coastal Zone Specific Plan Area  Dual Jurisdiction Zone

Status of Project (Select A or B)

A. Project is at a Preliminary/ Exploratory development state

B. Project Submitted to the City: Application Date 11/16/07

Application Number ZA-2007-5397-CUB

Have you posted your Application Notice? Yes  No  If Yes, when & where?

If you have a City Planning Hearing Date – please enter the date and location: Date: \_\_\_\_\_

Location: None

Is your Project in full compliance with Los Angeles City Zoning and Planning Codes and/or the Venice Specific Plan? Yes  No  If No, what Conditional Use, Variance, Venice Specific Plan Exception, or Other Discretionary Actions are you requesting?

Applicant requests a Conditional Use Permit to allow off-site sale of alcoholic beverages and on-site wine tasting area in conjunction with the operation of a grocery store.

Please explain your justification for a Conditional Use, Variance, Venice Specific Plan Exception, or Other Discretionary Action: The applicant proposes to provide alcohol sales and wine-tasting as part of a grocery store offering a wide range of goods and services. Whole Foods Market has a history of responsible social and business practices.

Was your Project presented to the immediate neighborhood? Yes  No

If Yes, when \_\_\_\_\_ (date) and to whom \_\_\_\_\_

If not presented, please explain: Invitations to LUPC sent to 7<sup>th</sup> St. and Machado Drive owners and residents abutting store on west and north side of property.

**4. ZONING**

What is the Current zoning? C2-1, P-1 Proposed zoning? N/A

Is the Project compliant with the Community Plan Map? Yes  No

Is the location on a Venice Specific Plan Walk Street? Yes  No

**5. TYPE OF BUILDING**

Business  Single Family  Mixed Use (Business/Residential)

Apartments:  Units Permitted  Units Proposed

Condos:  Units Permitted  Units Proposed

Other – please explain: \_\_\_\_\_

Will the property be Owner Occupied? Yes  No

**6. SIZE**

Lot dimensions	312'x607' 357'x100' 60'	Square footage of the lot	5.41 acres 235,659.6 sq. ft.
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Improvements: Square footage permitted? N/A Square footage proposed? N/A

Floor Area Ratio (FAR/Commercial): FAR permitted N/A FAR proposed N/A

**7. HEIGHT**

Maximum Height Permitted N/A Height Proposed N/A

Actual Physical Number of Stories, including basements, garages, and/or underground parking One

**8. SETBACKS**

	Required	Proposed
Front	<u>Existing</u>	<u>N/A</u>
Side	<u>Existing</u>	<u>N/A</u>
Rear	<u>Existing</u>	<u>N/A</u>

Is there an easement(s)? Yes  No  If Yes, list the easement(s) \_\_\_\_\_

**9. PARKING**

Number of parking spaces      Required Per code Proposed 302

Is the parking?                      On Site X      Off Site             On & Off Site       

Is Valet parking provided?              Yes                     No X

Number of Spaces:                      Standard 270      Compact 32

Configuration:                      Side by Side X              Single                     Tandem       

Is Beach Impact Zone Parking required?      Yes             No X

    If Yes, what are the number of parking spaces required       

Will your Project result in a loss of on-street parking?      Yes             No X

**10. TRAFFIC**

Have you prepared a traffic study?      Yes             No X      If Yes, please attach a copy.

Has the traffic study been reviewed by the Dept. of Transportation?      Yes             No         
    If yes, please attach their findings. N/A

What mitigation measure are you required to provide?      Existing tenant improvement – No additional  
square footage proposed.

Are you providing any mitigations above and beyond what is required?      Yes             No X

    If Yes, please explain: Applicant will comply with Los Angeles City requirements.

**11. AFFORDABLE / LOW COST HOUSING COMPONENT**

Are you providing Affordable Housing / Low Cost Housing?      Yes             No X

Is it required by the Venice Specific Plan and/or Mello Act? Yes \_\_\_\_\_ No \_\_\_\_\_

Described how the units are being provided: No. of Units: \_\_\_\_\_ For Sale \_\_\_\_\_ or Rental?

Are the units provided: On Site: \_\_\_\_\_ Off Site: \_\_\_\_\_ On/Off Site \_\_\_\_\_

If units are Off Site, what is the distance from the Coastal Zone?

**12. ENVIRONMENTAL**

Is an Environmental Impact Report (EIR) required? Yes \_\_\_ No X If Yes, please attach a copy.

How are you complying with the City requirement for landscaping in your project?

The property owner has recently submitted a proposed redesign of the parking lot.

What measures have you considered for energy conservation (solar panels, passive solar, etc.)?

Our stores are designed to be built and operate eco-friendly, seeking LEED certification.

Regional President, Michael Besancon, chairs Whole Foods Market's National Green Mission Task Force and has helped the Company lead the charge for environmentally sustainable practices which range from promoting sustainable agriculture and creating farm animal treatment standards to store recycling and composting programs. In January 2006 Whole Foods Market announced a landmark purchase of renewable energy credits from wind farms to offset 100% of the electricity used in all of its U.S. offices, stores and facilities. This was the largest wind energy credit purchase in the history of North America and made Whole Foods Market the only Fortune 500 Company to do so.

Have you considered using "green" building materials? Yes X No \_\_\_\_\_

Please explain any "Other" area(s) of energy conservation that you are incorporating in your project:

Whenever possible, WFM purchases supplies made from recyclable and or bio-degradable materials;

i.e., bags, eating utensils, product packaging.

Will your project requiring grading? Yes \_\_\_\_\_ No X If Yes, and you are hauling 1,000 or more cubic yards of dirt off site, what is your haul route?

**13. BUSINESS INFORMATION**

Name of business: Whole Foods Market

