

Informacion en Español acerca de esta junta puede ser obtenida llamando al (213) 978-1300.

**SOUTH VALLEY AREA PLANNING COMMISSION
REGULAR MEETING
THURSDAY, SEPTEMBER 8, 2011, 4:30 P.M.
MARVIN BRAUDE CONSTITUENT SERVICE CENTER
6262 VAN NUYS BOULEVARD, FIRST FLOOR
VAN NUYS, CA 91401**

Matt Epstein, President
Gordon Murley, Vice President
Steve Cochran, Commissioner
Noelle Guzman, Commissioner
Lydia Drew Mather, Commissioner

Fely C. Pingol, Commission Executive Assistant
(213) 978-1300; FAX (213) 978-1029

EVERY PERSON WISHING TO ADDRESS THE COMMISSION MUST COMPLETE A SPEAKER'S REQUEST FORM AT THE MEETING AND SUBMIT IT TO THE COMMISSION EXECUTIVE ASSISTANT.

POLICY FOR DESIGNATED PUBLIC HEARING ITEM NO.:

Pursuant to the Commission's general operating procedures, the Commission at times must necessarily limit the speaking times of those presenting testimony on either side of an issue that is designated as a public hearing item. All requests to address the Commission on public hearing items must be submitted prior to the Commission's consideration of the item.

TIME SEGMENTS noted * herein are approximate. Some items may be delayed due to length of discussion of previous items.

To ensure that the Commission has ample opportunity to review written materials, members of the public who wish to submit written materials on agendized items should submit them to the Commission Office, 200 North Spring Street, Room 272, Los Angeles, CA 90012, at least 10 days prior to the meeting at which the item is to be heard in order to meet the mailing deadline.

The Commission may RECONSIDER and alter its action taken on items listed herein at any time during this meeting or during the next regular meeting, in accordance with the Commission Policies and Procedures and provided that the Commission retains jurisdiction over the case..

AGENDAS are posted for public review in the Main Street lobby of City Hall East, 200 No. Main Street, Los Angeles, California, and are accessible through the Internet World Wide Web at <http://www.lacity.org/pln/index.htm>.

In the case of a Commission meeting cancellation, all items shall be continued to the next regular meeting date or beyond, as long as the continuance is within the legal time limits of the case or cases.

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 here, or in written correspondence on these matters delivered to this agency at or prior to the public hearing.

If you seek judicial review of any decision of the City pursuant to California Code of Civil Procedure Section 1094.5, the petition for writ of mandate pursuant to that section must be filed no later than the 90th day following the date on which the City's decision became final pursuant to California Code of Civil Procedure Section 1094.6. There may be other time limits which also affect your ability to seek judicial review.

GLOSSARY OF ENVIRONMENTAL TERMS:

CEQA - Calif. Environmental Quality Act
EIR - Environmental Impact Report

ND - Negative Declaration
MND - Mitigated Negative Declaration
CE - Categorical Exemption

1. **DEPARTMENTAL REPORT - ITEMS OF INTEREST**

2. **COMMISSION BUSINESS**

A. Advance Calendar

B. Commission Requests

3. **APCSV-2011-1009-SPE**

CEQA: ENV-2011-1010-CE

Council District: 3

Location: 18700 W. Ventura Boulevard

Expiration Date: 9/8/11

Appeal Status: Further Appealable to City Council

Plan: Encino-Tarzana

PUBLIC HEARING COMPLETED JULY 15, 2011

Proposed Project:

The addition of one (1) new business identification wall sign (for a total of three (3) wall signs along the Ventura Boulevard frontage) and two (2) new projecting signs (for a total of two (2) projecting signs along the Ventura Boulevard frontage), to an existing Whole Foods Market.

APPLICANT: Whole Food Market

Representative: Fred Gaines, Esq.

Gaines and Stacy LLP

Requested Action:

1. Pursuant to Section 11.5.7 F of the Los Angeles Municipal Code, **Specific Plan Exceptions** from the Ventura-Cahuenga Boulevard Corridor Specific Plan (Ordinance No.174,052) as follows:

- a. From Section 8.B.1.a(1), to permit up to three (3) wall signs in lieu of the maximum of one (1) permitted wall sign per tenant along the Ventura Boulevard frontage;
- b. From Section 8.B.1.c(1), to permit up to two (2) projecting signs in lieu of the maximum of one (1) projecting sign per building; and
- c. From Section 8.B.1.c(2), to permit a projecting sign up to 40.5 square feet in area, in lieu of the maximum permitted 16 square feet.

2. Pursuant to Section 21082.1(c)(3) of the California Public Resources Code, find that the **Categorical Exemption** prepared for the requested action is adequate.

Recommended Action:

1. **Approve** the request for **Specific Plan Exceptions**, pursuant to Section 11.5.7.F of the LAMC, from the Ventura-Cahuenga Boulevard Corridor Specific Plan (Ordinance No.174,052), as follows:
 - a. From Section 8.B.1.a(1), to permit up to three (3) wall signs in lieu of the maximum of one (1) permitted wall sign per tenant along the Ventura Boulevard frontage;
 - b. From Section 8.B.1.c(1), to permit up to two (2) projecting signs in lieu of the maximum of one (1) projecting sign per building; and
 - c. From Section 8.B.1.c(2), to permit a projecting sign up to 40.5 square feet in area, in lieu of the maximum permitted 16 square feet, subject to the attached conditions of approval.
2. **Find**, pursuant to Section 21082.1(c)(3) of the California Public Resources Code, that the **Categorical Exemption** prepared for the requested action is adequate.
3. **Adopt** the attached Findings.

4. PUBLIC COMMENT PERIOD

The Area Planning Commission shall provide an opportunity in open meetings for the public to address it, on items of interest to the public that are within the subject matter jurisdiction of the Area Planning Commission. (This requirement is in addition to any other hearing required or imposed by law.) Persons making requests are encouraged to do so in writing and should submit 10 copies to the Area Planning Commission for its consideration.

Persons wishing to speak must submit a speaker's request form prior to the commencement of the public comment period.

Individual testimony within the public comment period shall be limited to up to five (5) minutes per person and up to ten (10) minutes per subject.

The next regular meeting of the South Valley Area Planning Commission
will be held at **4:30 p.m. on Thursday, September 22, 2011**
at the **Marvin Braude Constituent Service Center**
6262 Van Nuys Blvd., Van Nuys, CA 91401

An Equal Employment Opportunity/Affirmative Action employer

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate. The meeting facility and its parking are wheelchair accessible. 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 no later than three working days (72 hours) prior to the meeting by calling the Commission Executive Assistant at (213) 978-1300 or by e-mail at APCSouthValley@lacity.org