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### III. PROJECT DESCRIPTION

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#### A. PROJECT APPLICANT

The project applicant for the Playa Manchester Project is Decron Properties, Corp., 6222 Wilshire Boulevard, Suite 650, Los Angeles, CA 90048.

#### B. PROJECT LOCATION

The 3.03-acre project site is located at 7270 through 7298 West Manchester Avenue and 8624 Rayford Drive, which is at the southeast corner of the intersection of West Manchester Avenue and Rayford Drive, in the Westchester community of Playa Del Rey, within the City of Los Angeles (see Section II, Figure II-1, Regional and Vicinity Location Map).

#### C. PROJECT HISTORY

The project site is part of a larger site, the Lincoln-Manchester Property, owned by the Applicant, which is generally bounded by Manchester Avenue, Lincoln Boulevard, Loyola Boulevard, Villanova Avenue and Rayford Drive, and consists of approximately 13 acres (see Figure III-1, Project History). The southeast portion of the Lincoln-Manchester Property is developed with a retail center anchored by a 31,000 square foot supermarket, a bowling alley, and a two-level parking structure. The Applicant is currently redeveloping a portion of the Lincoln-Manchester property, with the construction of multi-family residential, retail, and restaurant uses at the southwest corner of Manchester Avenue and Lincoln Boulevard pursuant to approvals granted by the City Council on May 19, 2004 in Case No. CPC 2003-5554-VZC-SPR (Council File 04-0443). Specifically, the City Council granted Site Plan Review approval for the construction, use, and maintenance of a mixed-use project consisting of 539 new multi-family residential units, 27,600 square feet of retail and renovation of the former Furama Hotel tower (currently named the Custom Hotel).<sup>1</sup> In addition to the Site Plan Review approval, the City Council also adopted Ordinance No. 175,996 on May 19, 2004 effecting a Vesting Zone Change from C2-1 and P-1 to (T)(Q)RAS4-1 for the approximately 6.8 acre portion of the Lincoln-Manchester Property located at the southwest corner of Manchester Avenue and Lincoln Boulevard. As part of the approval of the Zone Change and Site Plan Review, the City Council found that the potential environmental impacts of the mixed-use project and the renovation of the former Furama Hotel tower can be reduced to a less than significant level with the implementation of specified mitigation measures and adopted a Mitigated Negative Declaration (ENV 2002-7628-MND).

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<sup>1</sup> The May 19, 2004 Site Plan Review approval included the approximate 0.75-acre site developed with the former Furama Hotel tower building. The Applicant no longer owns the former Furama Hotel tower property, which has been redeveloped with a 250-room stand alone hotel, the Custom Hotel.



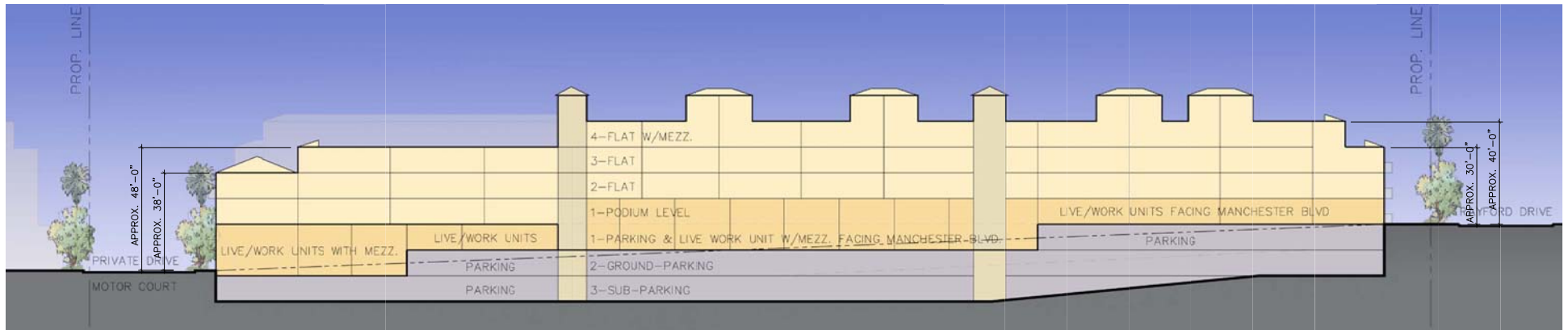
At the time of the Site Plan Review and Ordinance approvals for the mixed-use project (now known as Playa del Oro), the Applicant owned the approximately 1.12-acre property located at the northeast corner of Manchester Avenue and Rayford Drive and occupied by a real estate office (Remax) and other commercial uses (7298 Manchester Avenue, 7296 Manchester Avenue, and 8624 Rayford Drive). Subsequently, the Applicant acquired the approximate .33-acre property located adjacent to the Playa del Oro site at 7280 Manchester Avenue and formerly occupied by Gerald's Hardware. The Applicant now proposes to combine these sites (7298 Manchester Avenue, 7296 Manchester Avenue, 8624 Rayford Drive, and 7280 Manchester Avenue) with an approximately 1.58-acre portion of the Playa del Oro site previously approved for 134 units to form a larger, approximately 3.03-acre, project site.

As approved, the 539-unit Playa del Oro project was to be constructed in three separate buildings. Two of the buildings, which will contain 405 dwelling units, are currently under construction. However, construction of the third building, which would contain 134 units, has not commenced. The 134-unit building is considered to be part of the baseline conditions in this Draft EIR because it has already undergone review under CEQA and any potential environmental effects have been mitigated pursuant to the mitigation measures required for the Playa del Oro project. In lieu of constructing the previously-approved, vested and mitigated 134-unit building, the Applicant proposes to construct the Proposed Project, which comprises 260 dwelling units, resulting in a net increase of 126 dwelling units. Therefore, this Draft EIR analyzes the incremental effects of constructing an additional 126 dwelling units on the expanded site.

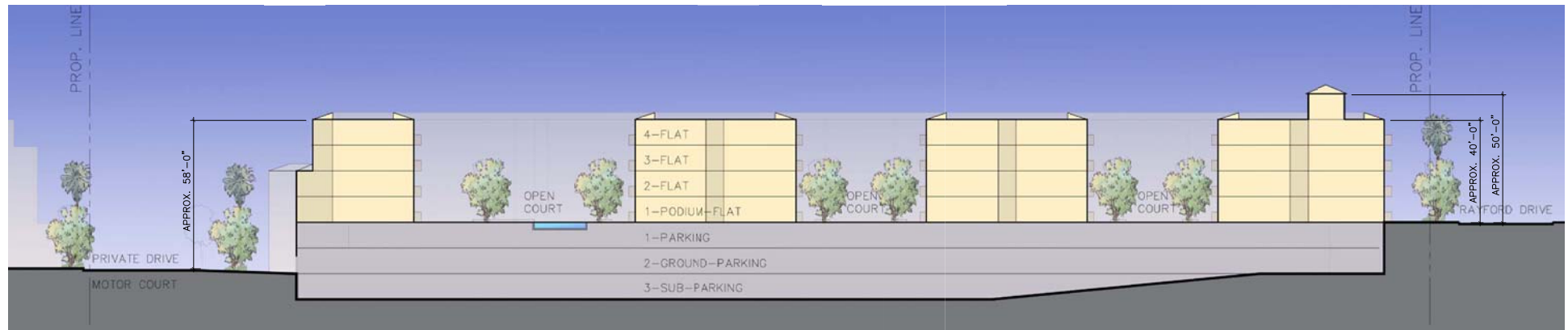
#### **D. PROJECT CHARACTERISTICS**

As shown in Figure III-2, Conceptual Site Plan, the Proposed Project involves the demolition of 24,000 square feet of retail uses and the construction of a four- to six-story mixed-use project containing a total of 260 dwelling units, including 16 ground floor joint live/work units, all located above three levels of parking, of which one level would be subterranean. As shown in Figures III-3 thru III-8, the topography of the project site slopes slightly downwards towards the east, along Manchester Avenue, and downwards towards the north, along Rayford Drive. As shown in Table III-1, the mixed-use building would be approximately 266,456 square feet and would include approximately 1,400 square feet of multi-purpose room/gym area, as well as a pool and landscaped common areas (refer to Figure III-9, Podium Level). The Proposed Project would include a landscaped buffer and pedestrian access along Manchester Avenue. Per the City of Los Angeles Department of Transportation (LADOT), the Proposed Project would also require a roadway dedication along its Manchester Avenue frontage in accordance with City Street-Width Standards (see Appendix I to this Draft EIR). It is anticipated that the Proposed Project would be completed in one phase with construction beginning approximately in January 2011, occurring over an approximate 24-month period.





**BUILDING SECTION - A**



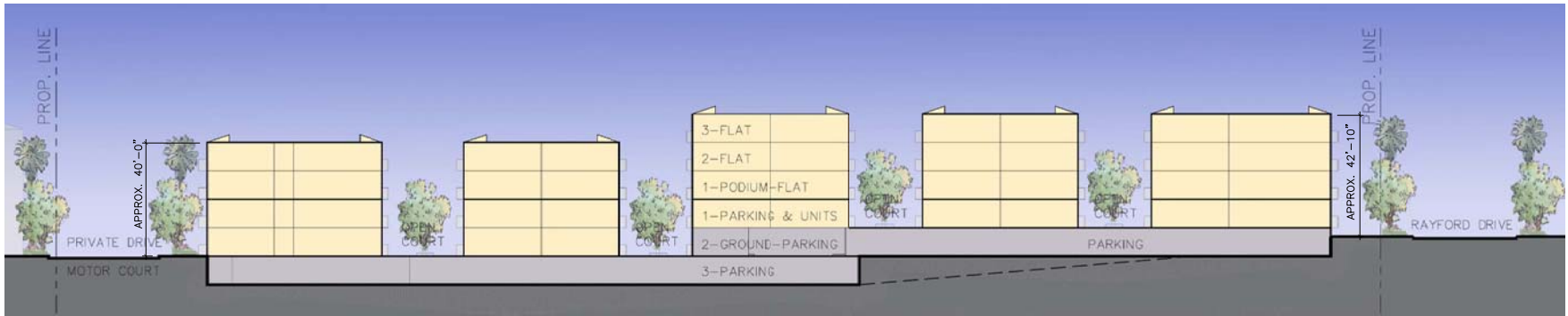
**BUILDING SECTION - B**

Source: Van Tilburg Banvard & Soderbergh, AIA. September 19, 2008

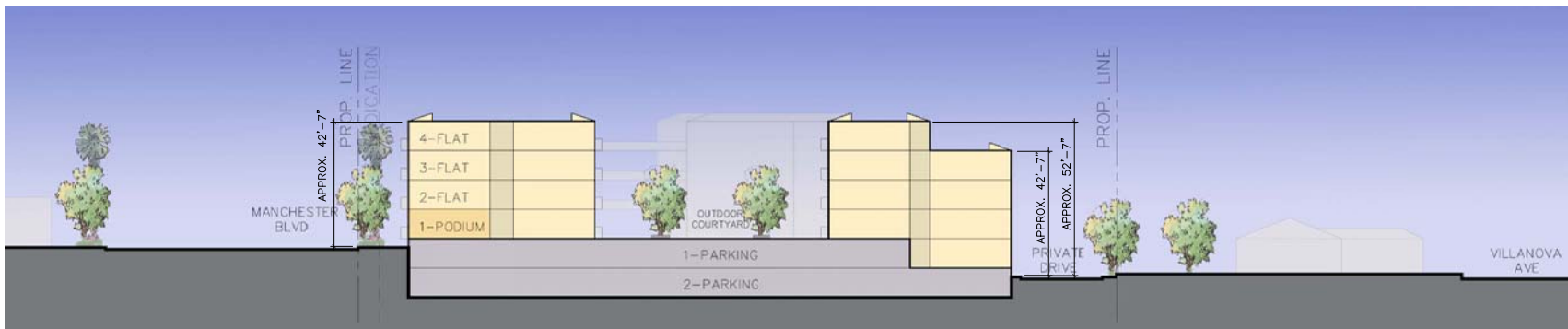


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Figure III-3  
Building Cross-Sections  
A and B



**BUILDING SECTION - C**



**BUILDING SECTION - D**



**BUILDING SECTION - E**

Source: Van Tilburg Banvard & Soderbergh, AIA. September 19, 2008.



MANCHESTER AVENUE ELEVATION



ENTRY COURT ELEVATION

Source: Van Tilburg Banvard & Soderbergh, AIA. September 19, 2008.



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Figure III-5  
Conceptual Elevations



REAR DRIVE ELEVATION



RAYFORD DRIVE ELEVATION

Source: Van Tilburg Banvard & Soderbergh, AIA. September 19, 2008.

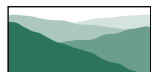


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Figure III-6  
Conceptual Elevations



Source: Van Tilburg Banvard & Soderbergh, AIA., 2009.



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Figure III-7  
Rendering of Rayford Drive Elevation



Source: Van Tilburg Banvard & Soderbergh, AIA., 2009.



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Figure III-8  
Rendering of Villanova Avenue Elevation



## Residential and Joint Live/Work Units

As shown in Table III-1, the Proposed Project would develop 260 dwelling units to include 58 studio units, 95 one-bedroom units, 91 two-bedroom units, and 16 joint live/work units. The joint live/work units would be located on the ground level (podium level) of the proposed building, fronting Manchester Avenue, and would include direct public access from Manchester Avenue. The fourth floor residential units that face Manchester Avenue would include mezzanines above the top floor with private terraces. Each mezzanine would be a maximum of 500 square feet.

**Table III-1  
Proposed Project Summary**

Use	Square Feet (SF)	Total (UNITS)
<b>Residential and Joint Live/Work Units</b>		
Studio	546	16
Studio	593	40
Studio + Mezzanine	702	2
1 BR	770	92
1 BR + Den	970	3
2 BR	1,022	65
2 BR + Den	1,222	8
2 BR	1,050	8
2 BR + Den	1,256	10
Live/Work	1,022	3
Live/Work + Mezzanine	910	1
Live/Work + Mezzanine	702	9
Live/Work Flat	770	2
Live/Work Flat	546	1
<b>Subtotal</b>	<b>217,156</b>	<b>260</b>
Recreation	1,400	N/A
Common Areas (includes lobbies, corridors, leasing office, etc.)	47,900	N/A
<b>Total Building Area</b>	<b>266,456</b>	<b>260</b>
<b>Parking</b>		
Top Level	N/A	131
Motor Court Level	N/A	202
Subterranean	N/A	142
<b>Total Parking Area</b>	<b>157,604</b>	<b>475</b>
<i>Source: Van Tilburg Banvard &amp; Soderbergh, September 19, 2008.</i>		

## Parking and Access

The parking area would be constructed directly behind the live/work units with additional parking below the residential units. Parking would be provided in three levels (two above-ground and one subterranean) at a rate of 1.83 spaces per unit for a total of 475 parking spaces. The parking plan layout is summarized

in Table III-2, Parking Plan Layout. A total of 407 parking spaces would be required for the Proposed Project under the current City of Los Angeles Municipal Code (LAMC) regulations. The Project proposes a total on-site parking supply of 475 spaces, consistent with the amount required by the LAMC.

**Table III-2  
Parking Plan Layout**

<b>Unit Type</b>	<b>Rate (stall/unit)</b>	<b>Total (Units)</b>	<b>Total (Stalls)</b>
<b><i>Required</i></b>			
Studio	1 stall/unit	58	58
Live/Work	1.5 stall/unit	16	24
1 BR	1.5 stall/unit	95	142.5
2 BR	2 stall/unit	91	182
<b>Total Required Parking</b>			<b>406.5</b>
<b>Parking Location</b>	<b>Direct Access</b>	<b>Tandem Stalls</b>	<b>Total (Stalls)</b>
<b><i>Provided</i></b>			
Top Level	109	22	131
Motor Court Level	142	60	202
Subterranean Level	80	62	142
<b>Total</b>	<b>331</b>	<b>144</b>	<b>475</b>
<i>Source: Van Tilburg Banvard &amp; Soderbergh, September 19, 2008.</i>			

Vehicular access would be shared with the Playa del Oro development and would be provided via existing driveways on Manchester Avenue and Rayford Drive, allowing access to and from the parking area on the east and south sides of the structure, respectively. Refer to Figure III-10, Proposed Vehicle Circulation Plan. Additionally, the Proposed Project would include adequate bicycle parking.

### **Design Concept**

As shown in Figure III-3 and Figure III-4, the proposed building would range in height from 30'0" to a maximum height of 58'0" above finished grade due partially to the site's natural slope. The natural slope of Manchester Avenue ranges from approximately 165 feet above mean sea level (msl) at the corner of Rayford Drive and decreases to approximately 144 feet above msl to the east on the property. Furthermore, the natural slope of Rayford Drive ranges from approximately 165 feet above msl and decreases to approximately 148 feet above msl at the southern end of the project site.

To further reduce massing, the fifth level of the building would be set back from the fourth level facing the southern property line, which abuts single-family residential uses. As such, the maximum height for the south-facing side of the structure would be five-stories and approximately 52'7" high. No part of the parking garage, other than the access point, would be visible from any of the streets.

### **Open Space and Landscaping**

As shown in Figure III-2, the Proposed Project would include landscaping along the perimeter of the project site as well as internally throughout the development. There would be a total of approximately



Source: Van Tilburg Banvard & Soderbergh, AIA. September 19, 2008.

58,437 square feet of common open area, including 35,159 square feet of landscaped area. Open space that would be available to the residents includes approximately 1,400 square feet of gym/multi-purpose area on the ground floor (podium level), a swimming pool, outdoor courtyard, and private balconies.

### **Roadway Dedication**

Per the traffic assessment issued by LADOT, included as Appendix I to this Draft EIR, the Proposed Project would require a seven-foot roadway dedication along its Manchester Avenue frontage.

## **E. PROJECT OBJECTIVES**

The objectives of the Proposed Project are as follows:

- To establish infill development providing housing to serve the local community in a manner consistent with the RAS4 zone;
- To maintain the opportunity for a commercial presence along Manchester Avenue by providing joint live/work units;
- To provide a development that is compatible and complementary with surrounding land uses;
- To provide adequate parking facilities to serve the proposed development residents and guests; and
- To redevelop the project site in a manner that is financially feasible.

## **F. DISCRETIONARY ACTIONS**

In order to permit development of the Proposed Project, the following discretionary land use approvals have been requested by the Applicant:

- Zone Change. In order to accommodate the Proposed Project, the Applicant seeks a vesting zone change for the Project Site from [Q]C4-1-CDO, on the western portion and [Q]RAS4-1-CDO (Residential/Accessory Services), on the eastern portion, to (T)(Q)RAS4-1-CDO for the entire project site; and
- Site Plan Review. Pursuant to LAMC section 16.05-D.2, the Applicant requests Site Plan Review approval for the Proposed Project. This Site Plan Review would supersede the Site Plan Review granted in CPC 2003-5554 VZC-SPR with respect to the Project Site.

This EIR serves as an advisory document, compliant with CEQA, intended to offer additional guidance to the lead agency for all discretionary actions associated with the Proposed Project. This EIR is also intended to cover all State, regional, and/or local government discretionary approvals that may be required in conjunction with the Proposed Project, whether or not they are explicitly listed. Federal, State and regional agencies that may have jurisdiction over specific activities associated with the Proposed Project include, but are not necessarily limited to:

- South Coast Air Quality Management District; and
- Regional Water Quality Control Board, Los Angeles Region.