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LAND USE ENTITLEMENTS □ LITIGATION □ MUNICIPAL ADVOCACY

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August 7, 2013

Chair Huizar and Honorable Committee Members  
Los Angeles City Hall  
200 North Spring Street, Room 395  
Los Angeles, California 90012

Re: il Villaggio Toscano Project (4827 Sepulveda Boulevard)  
Council File: 13-0877, 13-0877-S1  
CPC 2010 – 3152 (ZC) (HD) (SPE) (SPR) (SPP) (CUB) / VTT- 61216

Dear Chair Huizar and Honorable Committee Members:

On behalf of M. David Paul & Associates, we look forward to presenting the il Villaggio Toscano Project to the Planning and Land Use Management Committee at its meeting on August 13, 2013. We respectfully request that the Committee adopt the recommendations of the City Planning Commission to approve the Project and deny the appeals challenging the Commission's actions. We are responding to the appeals under separate cover.

Designed to achieve LEED Silver certification, the Project proposes a mixed-used, transit-oriented development of 325 residential units above 52,000 square feet of community-serving retail. The Project would bring residents closer to employment opportunities, promote mass transit and walkability, beautify an important gateway along Sepulveda Boulevard and generate customers for local businesses. The Project's community-serving retail (including space for a grocery store) and 13,000 square foot public plaza would provide substantial amenities for the area.

The Project has received broad support from a wide spectrum of the surrounding community, including the Sherman Oaks Neighborhood Council, the United Neighbors 818 (who live in the community closest to the Project and originally opposed the Project), the Valley Industry and Commerce Association, the Sherman Oaks Chamber of Commerce and the Encino Chamber of Commerce. The Project enjoys support from over 500 supporters within a three-mile radius.

Over the past several years, the Project has evolved in response to community input and to address community concerns. Most recently, in response to the Hearing Examiner's recommendations, the City Planning Commission reduced the Project from 399 units to 325 units and from a maximum height of 100 feet to 82 feet.

In addition, we have attached as Exhibit A a list of additional [Q] conditions, which were omitted from the Commission's action, that the Applicant requests be included to ensure the

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Project incorporates conditions of approval requested by the Sherman Oaks Neighborhood Council and area residents during the community review process.

The Project would provide substantial, far-reaching community benefits, including:

- **Transit-Oriented Development.** Housing and community-serving retail within walking distance of three Metro Rapid stops, over 6.5 million square feet of office uses, and numerous retail, dining and entertainment destinations.
- **Transportation Demand Management Plan.** An aggressive TDM Plan, with a car and bike-sharing program; discounted transit passes to residential tenants; unbundled parking; focused efforts to lease units to employees of nearby businesses; and preferential parking for carpools / vanpools for retail employees.
- **Public Plaza.** A 13,000 square foot public plaza, providing a community gathering area with tables, chairs, benches, umbrellas and native landscaping.
- **Pedestrian, Streetscape and Transit Enhancement Plan.** Sepulveda Boulevard streetscape enhancements, such as street trees, planter boxes, street furniture, sidewalk scoring, street lighting and bicycle racks, subject to Department of Public Works approval.
- **Landscaping and Maintaining Sepulveda Boulevard Median.** Landscape and maintenance of a nearby median divider to help create a prominent gateway along Sepulveda Boulevard, subject to Department of Public Works approval.
- **Access to Project's Two Community Rooms.** Community rooms made accessible to local organizations.
- **Major Investment in Sherman Oaks.** \$130 million investment in the area, including \$18 million in tax revenue and 1,440 jobs during the construction phase, and \$9 million in annual economic output and 90 full time jobs during operations.

We appreciate the Committee's careful consideration and respectfully request your approval of the il Villaggio Toscano Project at your August 13, 2013 meeting.

Respectfully Submitted,



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David A. Goldberg

cc: Councilmember Tom LaBonge, Attn: Jonathan Brand  
Councilmember Mitch Englander, Attn: Hannah Lee  
Councilmember Gil Cedillo, Attn: Gerald Gubatan

# Exhibit A

**Exhibit A**  
**Requested Additions to [Q] Conditions**

- (1) Add the following at the end of the first paragraph of Condition 1.A (Site Plan):

“The Permittee shall present the final plans to the applicable Council Office and the Sherman Oaks Neighborhood Council Land Use Committee for review for consistency with this condition.”

- (2) Add new Condition 1.C:

“The Project’s Arts Development Fee shall be applied toward the development of public art at the Project site, subject to the approval of the Department of Cultural Affairs.”

- (3) Add new Condition 2.C:

“The Permittee shall make use of the Project’s two community rooms accessible to local community-based organizations, such as the Sherman Oaks Neighborhood Council, Sherman Oaks Homeowners Association and Sherman Oaks Chamber of Commerce.”

- (4) Add new Condition 2.D:

“The Permittee shall provide a liaison to: (i) work with the Sherman Oaks Neighborhood Council to identify priority parkland acquisition or improvement opportunities that could be funded by the Project’s Quimby Fees in the Sherman Oaks area; (ii) prepare a report to the Department of Recreation and Parks proposing the expenditure of Quimby Fees for such acquisition or improvements; (iii) collaborate with the Department of Recreation and Parks, the Council Office and the Sherman Oaks Neighborhood Council to expedite the approval and expenditure of the Quimby Fees; and (iv) identify potentially available matching grant opportunities for such parkland acquisition or improvements.”

- (5) Add new Condition 73.5 (Neighborhood Committee.):

“The Permittee shall form the il Villaggio Toscano Neighborhood Committee (the "Committee") and assign a management-level employee as a community liaison.

a) Composition. The Committee shall be comprised of the Permittee's community liaison and one representative from each of the Sherman Oaks Homeowners Association, the applicable Council Office, the Sherman Oaks Neighborhood Council, United Neighbors 818 and other interested community stakeholders.

b) Meetings. The Permittee's community liaison shall meet with the Committee at least four times per year in regard to matters of concern to the neighbors and the community. Meetings shall be held when called by the Committee on at least two weeks' notice. The community liaison shall also attend special meetings on reasonable notice called by a majority of the participating stakeholders.

**Exhibit A**  
**Requested Additions to [Q] Conditions**

c) Mission. The Committee and the Permittee shall work together in good faith to identify measures for expenditure from the Neighborhood Transportation Measures Fund, to collaborate on efforts to expedite use of the Project's Quimby Fees on priority projects in the Sherman Oaks area, to collaborate on efforts to obtain LADOT approval of use of the Project's PIA fees for the establishment of a Transportation Management Organization in the Sherman Oaks area, to provide input on the preparation and implementation of the Pedestrian, Streetscape and Transit Enhancement Plan, and other matters of community concern.

d) Reporting. Minutes of the Committee meetings shall be included in an annual report prepared by the Permittee's liaison and submitted to the Department of City Planning for inclusion in the case file."

(6) Add the following to Condition 74.A:

a) Revise last sentence as follows:

"All expenditures from the Neighborhood Transportation Measures Fund shall be made only upon approval **by the Committee** and written acknowledgement of the approved expenditure from the Director of Planning and LADOT."

b) Add the following to the end of the last sentence:

"Within the Neighborhood Transportation Measures Fund, \$40,000 shall initially be allocated towards permit parking under subsection a.iii. Any amounts not spent within twenty-four months of establishment of the Fund shall be available for expenditure for any of the other approved uses for the Fund."

(7) Add the following to the end of subsection iii of Condition 74.B:

"or the Neighborhood Committee."

(8) Add the following to the end of Condition 74.E:

"xi. Residential leases to prohibit tenants and guests from parking in the adjacent residential neighborhood across Sepulveda Boulevard.

xii. Residential guest parking to be provided free of charge to guests.

xiii. Commercial leases to require tenants to provide parking within the Project and to prohibit employees from parking in the adjacent residential neighborhood across Sepulveda Boulevard."