

**APPLICATION TO THE ZONING ADMINISTRATOR FOR MASTER PLAN APPROVAL - ALCOHOLIC BEVERAGES (MPA)**

APPLICANT: **NOBLE HOSPITALITY GROUP, LLC**

PROPERTY: **12751 W. MILLENNIUM DR., #140  
LOS ANGELES, CA 90094**

REFERENCE: **MASTER PLAN APPROVAL UNDER ZA 2013-742 MCUP TO ALLOW THE SALE OF A FULL LINE OF ALCOHOL FOR ON-SITE CONSUMPTION IN CONJUNCTION WITH A 4,512 S.F. RESTAURANT WITH LIMITED LIVE ENTERTAINMENT LOCATED WITHIN THE PLAYA RUNWAY DEVELOPMENT.**

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**Summary of Request**

Pursuant to L.A.M.C. Section 12.24-M, the Noble Hospitality Group, LLC is seeking a Master Plan Approval under master case ZA 2013-742 MCUP to allow the sale of a full line of alcohol for on-site consumption and limited live entertainment in conjunction with the operation of a full-service restaurant. The governing MCUP initially allowed 15 alcohol serving establishments within the Runway development. That case was later modified to allow 19 alcohol serving establishments under case ZA 2013-742 MCUP PA1. The subject restaurant will occupy a ground floor tenant space located within the Playa Runway mixed use development. The restaurant will include a 4,512 sf interior space with 195 interior seats. There will also be a 112 sf covered patio with an additional 20 seats, which is located entirely within the parcel. The space was previously occupied by Hal's Bar & Grill which was permitted to sell alcoholic beverages under ZA 2017-0330 MPA. Proposed hours of operation will be based upon those granted in the Master CUP; 6am to 2am daily.

**BACKGROUND**

The subject property is located within a 39,562 square-foot regular leveled lot located in the C2(PV) Zone. The subject site includes a 192 square-foot frontage along Millennium Drive and is developed with a multi-story mixed use building with ground floor retail and upper level residential units. The subject property is within the Westchester — Playa Del Rey Community Plan Area, the Los Angeles Coastal Transportation Corridor Playa Vista (Area D), and has a Community Commercial land use designation. On January 26, 2017 planning staff determined that the applicant's request was not defined as a project per the aforementioned specific plan.

The property was developed in 2014 as a retail destination for the Playa Vista planned community. The subject property provides open air plazas, public artwork, restaurants, and retail uses and subterranean parking. On March 20, 2017 the Department of Building and Safety issued Certificate of Occupancy No. 147107 for a change of use from retail to restaurant under Building Permit No. 15016-10000-16462. On May 24, 2016 the Department of Building and Safety issued Building Permit No. 16016-10000-11923 to correct the address listed under Building Permit No. 15016-10000-16462 from 12751 West Millennium #5125 to 12751 West Millennium #140.

On November 25, 2014, the Zoning Administrator approved a Master Conditional Use to permit the sale of alcoholic beverages for on-site and off-site consumption in conjunction with 15 premises within a proposed mixed-use development known as the Runway at Playa Vista in the C2(PV) Zone. The 15 premises were further distinguished as two full-line establishments for off-site consumption, seven full-line establishments for on-site consumption, five beer and wine establishments for on-site consumption, and one full-line on-site or off-site establishment. The MCUP approval was subsequently modified to allow 19 alcohol serving establishments under case ZA 2012-742 MCUP PA1. The previous

operator for this restaurant space filed an approval of plans as required by Condition No. 8 of Case No. ZA-2013-0742 (MCUP), which resulted in an approval to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption with live entertainment in conjunction with a 4,512 square-foot restaurant with 195 indoor seats, including a 112 square-foot patio with 20 outdoor seats. The subject application is not requesting any changes from the previous grant.

Properties to the north adjacent to the subject property are zoned C2(PV) and are developed with a mixed use residential, commercial, and retail building. Properties located to the south across Millennium Drive are zoned C2(PV) multi-story residential apartments. Properties located east adjacent to the subject property are zoned C2(PV) and are developed with a mixed use residential, commercial, and a retail building. Properties located west adjacent to the subject property are zoned C2(PV) and are developed with a mixed use residential, commercial, and a retail building.

Millennium Drive adjoining ownership to the south, is designated a Local Street — Standard, with a dedicated right-of-way width of 60-feet and fully improved with curb, gutter, and sidewalk.

**GENERAL FINDINGS**

**i. That the project will enhance the built environment in the surrounding neighborhood or will perform a function or provide a service that is essential or beneficial to the community, city, or region.**

The subject property is located within a 39,562 square-foot regular leveled lot located in the C2(PV) Zone. The site is developed with a multi-story mixed use building known as the Runway at Playa Vista with ground floor retail and upper level residential units. The subject property is within the Westchester — Playa Del Rey Community Plan Area, the Los Angeles Coastal Transportation Corridor Playa Vista (Area D), and is designated as Community Commercial land use. Specific Plan staff determined that the subject request is not defined as a project by the Playa Vista Specific Plan.

The subject request entails a Master Plan Approval to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption with live entertainment in conjunction with a 4,512 sf restaurant with 195 indoor seats including a 112 sf patio with 20 outdoor seats. The hours of operation will remain 6am to 2am daily. Approval of the subject request will help to revive the Runway at Playa Vista development by reopening an additional dining option for residents, employees, and visitors in the vicinity. The proposed request is in keeping with the development in the area. The subject application will need to abide by the operating conditions imposed under the master case, which will assure that the service of a full line of alcoholic beverages is not disruptive to the community and result in the enhancement of the built environment. The reopening of the subject restaurant space is desirable to the community and region by providing a new amenity in Playa Vista. As such, the request will serve a function and provide a service that is beneficial to the community

**ii. That the project's location, size, height, operations and other significant features will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare, and safety.**

The project's location is compatible with the adjacent uses and the development of the community and will not be materially detrimental to the surrounding neighborhood. The adjacent uses are zoned C2(PV) and are developed with commercial, residential, retail, and restaurant uses. Properties to the north adjacent to the subject property are zoned C2(PV) and are developed with a mixed use residential, commercial, and retail building. Properties located to the south across Millennium Drive are zoned C2(PV) and built with multistory residential apartments. Properties located east adjacent to the subject property are zoned C2(PV) and are developed with a mixed use residential, commercial, and retail

building. Properties located west adjacent to the subject property are zoned C2(PV) and are developed with a mixed use residential, commercial, and retail building.

By operating in compliance with the conditions imposed by the master grant, the restaurant will be compatible with the surrounding area and will not adversely affect or further degrade the adjacent properties, the surrounding neighborhood, or the public health, welfare and safety, and will be compatible with the nature of the built environment.

**iii. That the project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any applicable specific plan.**

There are eleven elements of the General Plan. Each of these Elements establishes policies that provide for the regulatory environment in managing the City and for addressing environmental concerns and problems. The majority of the policies derived from these Elements are in the form of Code Requirements of Los Angeles Municipal Code. Except for those entitlements described herein, the project does not propose to deviate from any of the requirements of the Los Angeles Municipal Code. The Land Use Element of the City's General Plan divides the city into 35 Community Plans.

The Westchester — Playa Del Rey Community Plan Map, which designates the property for Community Commercial land uses with corresponding C2, C4, CR, RAS3, RAS4 Zones. The subject site is zoned C2(PV) which is consistent with a restaurant use. The property is not currently subject to any Interim Control Ordinances and does not deviate from the Playa Vista Specific Plan. Furthermore, the Community Plan text does not specifically address the requested conditional use for the sale of a full line of alcoholic beverages. The project will provide a service to the community, and is thereby consistent with several goals, policies, and objectives of the Community Plan. Among them;

- Encourage a strong and competitive commercial sector that promotes economic vitality and serves the needs of the Westchester-Playa Del Rey Community through safe, accessible, and well-designed commercial districts, while preserving the historic and cultural character of the community.
- Enhance the viability of existing neighborhood stores and businesses which support the needs of local residents and are compatible with the neighborhood.
- Strengthen and enhance major commercial districts of the community into distinctive, pedestrian friendly areas providing shopping, civic, social, and recreational activities.
- Enhance the viability of existing neighborhood stores and businesses which support the needs of local residents and are compatible with the neighborhood.

Therefore, the proposed project will be consistent with the intent of the General Plan and Community Plan.

**ADDITIONAL PA FINDINGS**

**i. Explain how the approval of the application will not result in or contribute to an undue concentration of such establishments.**

Over concentration can be undue when the addition of a license will negatively impact the neighborhood. Over concentration is not undue when the approval of a license does not negatively impact an area, but rather such a license benefits the public welfare and convenience. The subject site is located in an area undergoing an influx of new development, thus the higher number of alcoholic beverage licenses are anticipated. Negative impacts commonly associated with the sale of alcoholic beverages, such as

criminal activity, public drunkenness, and loitering are mitigated by the imposition of suitable operating conditions under the master grant and the subject Master Plan Approval request.

**ii. Explain how the approval will not detrimentally affect nearby residential zones or uses**

Consideration should be given to the distance of the restaurant use from the above referenced sensitive uses. The master grant was well conditioned, protecting the health, safety and welfare of the surrounding neighbors. The potential effects of excessive noise or disruptive behavior were considered and addressed. The sale and dispensing of a full line of alcoholic beverages will be incidental to meal service and the establishment will continue to operate as a restaurant. The restaurant will be located within a ground floor commercial space of an established mixed use building. The property is surrounded by numerous properties that were similarly developed with mixed use. Many of the residents coming to the area did so because of the proximity to and availability of goods and service in the area. The operating restaurant serves the large number of on-site residents, as well as the thousands of residents occupying nearby buildings. Nonetheless, the subject restaurant will be operated in a responsible manner, thereby avoiding detrimentally affecting nearby residents.