



# Recap from our Meeting on April 21<sup>st</sup>

## Project Overview Provided by Westfield

- Fashion Square has fewer restaurants than nearby shopping centers, due to a 20-year old zoning condition limiting the shopping center to three sit-down restaurants
- A proposed vesting zone change would allow eight additional sit-down restaurants, with a conditional use permit for alcohol
- Restaurants would be converted from existing tenant and back-of-house space; no building expansion is proposed
- No outdoor patios along Riverside Drive are proposed

# Information Requested by the Land Use Committee

- **Public Outreach**
- **Traffic**
- **Ventura Boulevard Businesses**
- **Riverside Drive**
- **Hours of Operation & Alcohol**

## **Outreach: Reaching Out and Listening**

### **Q: What outreach was conducted to inform the neighbors?**

- Set up informational page on Westfield Fashion Square Website
- Set up community hotline
- Set up community email address
- Met with interested neighbors and stakeholders (ongoing, starting Dec. 2015)
- Hosted outreach booth at Westfield Fashion Square Farmers Market (Mar. 29, 2016)
- Hosted outreach booth at Health Expo / Westfield Fashion Square (Apr. 9, 2016)
- Mailed project fact sheet to 1,456 neighbors (Apr. 9, 2016)
- Mailed SONC presentation notice to 650 neighbors (Apr. 10, 2016)

## **Outreach: Reaching Out and Listening**

### **Q: What outreach was conducted to inform the neighbors? (cont'd)**

- Presented to Sherman Oaks Homeowners Association (Apr. 20, 2016)
- Presented to Sherman Oaks Neighborhood Council Land Use Cmte. (Apr. 21, 2016)
- Mailed Community Information Session & SONC presentation notice to 1,456 neighbors (May 7, 2016)
- Hosted Community Information Session (May 18, 2016)
  - **Vast majority of feedback was supportive**
  - **Incorporated neighbor feedback:**
    - **Limiting hours of restaurants**
    - **Closing down Riverside Dr. exit after 10:00 p.m.**

# Traffic: Westfield Will Provide Funding for Matilija Traffic Measure

**Q: What will be done to address traffic issues in the area? What traffic improvements are proposed for Hazeltine & Riverside? How will issues raised about Matilija be addressed?**

- **Left Turn Arrows in All Directions at Riverside/Hazeltine** – will be implemented by IMT
- **New Left Turn Arrow in northbound direction at Riverside/Woodman** – will be implemented by IMT
- **Funding of Matilija Traffic Improvement** - Westfield will **contribute \$100,000** for use by the Council Office and/or community to implement traffic improvements for Matilija Avenue
  - Westfield is volunteering this funding even though its project will generate no significant traffic impacts; the very low number of trips did not even trigger a traffic study, however Westfield requested that one be prepared anyway
  - The Council Office and community can together decide on the appropriate improvement(s) for Matilija
- **Westfield will also pay the cost for the traffic analysis and report** analyzing the traffic improvement chosen by the Council Office/community for Matilija

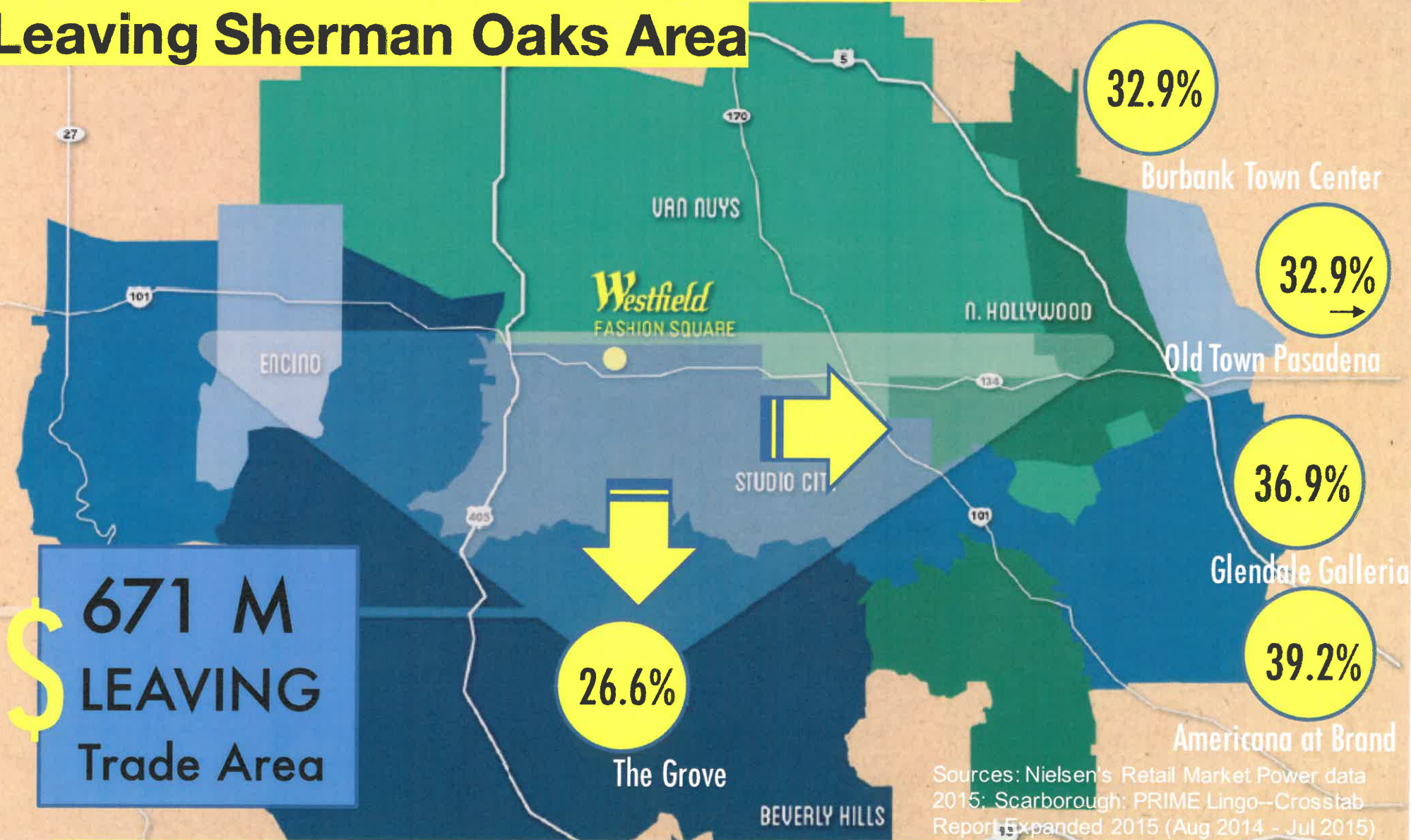
# **Ventura Blvd. Businesses: Westfield invites Community Partnerships**

**Q: Is there a way for Westfield to partner with the BID and Chamber to help encourage people to support Ventura Boulevard businesses?**

Westfield is working with Sherman Oaks Chamber to organize the following cross-promotional events:

- **Spring Into Wellness Health Expo**
- **National Night Out**
- **A Taste of Sherman Oaks**
- **11:11 Art Walk Partnership**

# New Restaurants for People Currently Leaving Sherman Oaks Area



Percentages = % of Fashion Square Shoppers who are also visiting each mall



## Riverside Drive Façade

**Q: What can be done to make your Riverside Drive façade more pedestrian friendly?**

**Westfield will enhance existing entrance to make pedestrian-friendly & landscaped**



## Riverside Drive Façade

**Q: Can the trash compactor be screened in some way?**



# Hours of Operation & Alcohol

**Q: Please clarify hours of operation for the mall and restaurants. How will alcoholic beverage service be managed in relation to operation hours?**

Current Requirement	Proposed Request	Alcohol
10:00 pm Close for Mall Shops  (Mall shops currently close 9:00 p.m. Mon. to Sat. and 7:00 p.m. Sun.)	No Change to Closing Time of Mall Shops  Restaurants Close at 11:00 p.m. Sun. – Thurs., 12:00 a.m. Fri & Sat.  Already reduced from later hours requested by restaurants, to address community feedback	Served to complement food service  No stand-alone bars

**Westfield** FASHION SQUARE

HELP CREATE THE NEXT GREAT DINING EXPERIENCE



*Thank You*