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June 9, 2016

BY EMAIL

President Ron Ziff
Land Use Committee Members
Sherman Oaks Neighborhood Council
P.O. Box 5721
Sherman Oaks, CA 91413

Re: Sherman Oaks Neighborhood Council Land Use Committee Agenda, June 16, 2016 - Westfield Fashion Square Restaurant Renovation Project

Dear President Ziff and Committee Members:

Westfield is pleased to return to the Sherman Oaks Neighborhood Council (“SONC”) Land Use Committee on June 16, 2016 to further discuss Fashion Square’s Restaurant Renovation Project (the “Project”) and respond with additional information you requested. As a reminder, this Project would not expand Fashion Square’s building footprint or add new uses to the site. The Project would convert existing retail space, and some back-of-house space, into additional restaurant choices for customers. A Vesting Zone Change is being requested to modify existing “Q” zoning conditions on the site that currently limit the Shopping Center to only three sit-down restaurants. A Conditional Use Permit is also being requested to allow the sale of alcohol with food orders at these restaurants.

At our last two meetings with the Land Use Committee, on April 21, 2016 and May 19, 2016, you asked us to return with additional information on a number of areas, including our public outreach efforts; potential transportation improvements for the area; enhancements to the existing Riverside Drive pedestrian entry; and screening of the existing trash compactor area. You also asked that we provide these commitments in writing and propose language for their enforceability. This letter confirms and commemorates Westfield’s verbal commitments to the SONC Land Use Committee, including a new traffic calming funding contribution described below, and proposes conditions of approval to submit to City Planning enforcing these commitments.

A. Public Outreach

Westfield and its team members have conducted significant outreach for this Project, and the overwhelming response has been strong support for new dining options at Fashion Square.

Information about the Project has been made easily accessible to any party interested in learning more. A Project fact sheet was mailed to more than 1,400 people in April, and Westfield hosted outreach booths with information about the Project at both the Farmers Market in March and the Health Expo in April, held at Fashion Square. A Community Information Session on the Project was hosted at the Shopping Center in May, and the notice for this information session was mailed to more than 1,400 neighbors. Westfield also set up a Project information page online, and established a community hotline and email address for anyone who was interested in reaching out with questions or comments.

Westfield has also met individually and in groups with numerous community members, including most recently with residents of Library Square, and will continue to do so with anyone who is interested in learning more or discussing the Project. We have presented the Project to your Land Use Committee twice (the upcoming June 16, 2016 meeting will be the third time), with two separate notices mailed out. A presentation was also made to the Sherman Oaks Homeowners Association in April.

The feedback Westfield has received has been extremely supportive. Both surrounding residents and community stakeholders are excited about having new restaurants nearby, as you've heard from public testimony at the prior Land Use Committee meetings.

B. Response to Early Feedback - Hours of Operation and Closure of Shopping Center's Riverside Driveways

We heard two suggestions early-on in response to outreach efforts, and revised the proposed Project to incorporate these requests.

While potential restaurant tenants had asked to stay open until 2:00 am, in response to community feedback, Westfield reduced the requested hours of operation to 11:00 pm Sunday through Thursday, and midnight on Friday and Saturday. This is reflected in Westfield's applications on file with the Department of City Planning.

As requested by the community, Westfield also agreed to close the Shopping Center's driveways to Riverside Drive after 10:00 pm. To ensure the enforceability of this commitment as part of the Project, we propose submitting the following language to the Department of City Planning for inclusion as one of the Project's conditions of approval:

Condition of Approval: Driveways from the property to Riverside Drive shall close after 10:00 pm daily.

C. Transportation Improvements

The Project is primarily a conversion of existing retail space to new restaurant square footage, therefore the Project will not have significant traffic impacts to any intersections or local streets. LADOT has determined that the Project will generate two new AM peak hour trips, nine new PM peak hour trips, and 14 new Saturday peak hour trips. No mitigation measures are required.

However as a long-time neighborhood stakeholder, Westfield understands the community's focus on traffic issues. For more than ten years, residents living on Matilija

Avenue have been pursuing options for traffic calming measures that could be implemented on their street. In light of this history, and as a voluntary measure, Westfield will contribute \$100,000 to implement measures for traffic calming on Matilija Avenue.

Likewise, Westfield recently met with residents of Library Square, located south of the 101 Freeway and west of Hazeltine Avenue, regarding ideas for traffic improvements in their neighborhood. Again, while the Project is not expected to generate any significant traffic impacts to this area, Westfield is a long-time and committed stakeholder of the Sherman Oaks community and is pleased to support its neighbors where possible. Westfield will therefore make an additional contribution of \$50,000 to implement traffic calming measures in the Library Square community.

Westfield strongly agrees that community members should be the ones to decide what improvements are implemented on their streets. To this end, the funds shall be used for any transportation-related improvements supported by the community, and approved by DOT, for Matilija Avenue and Library Square. In addition to funding improvements in the amount of \$150,000, Westfield also agrees to fund the cost of one traffic analysis/ report for each community required by LADOT to approve the chosen transportation improvements.

We understand that these contributions would be included as conditions of support from the Land Use Committee, and Westfield would be pleased to agree to implement these contributions as long as we are able to proceed with the Project without incurring the costs associated with defending litigation challenges. Accordingly, our proposed conditions of your recommendation would require that an escrow account would be opened 60 days after the Project approvals become effective, without litigation challenges, and would be funded immediately with [\$40,000 to Matilija Avenue and \$20,000 to Library Square], with the remaining funds deposited prior to issuance of the first building permit for the Project.

As this commitment has no nexus to any traffic impacts from the Project, the City will not allow this contribution to be made a condition of approval for the Project. However, by execution of this letter, Westfield commits to making the contributions described above.

Westfield is extremely happy to be able to support its neighbors in these efforts, and looks forward to community members working together to implement traffic calming improvements in their neighborhoods.

D. Improvements to Existing Riverside Drive Pedestrian Entrance and Trash Compactor Area

In response to the Land Use Committee's request at our first presentation on April 21, 2016, Westfield committed to improving the existing pedestrian entrance on Riverside Drive to the Shopping Center as part of the proposed Project. Westfield will make this entry considerably more pedestrian-friendly through entry door and façade improvements, as well as additional landscaping. We have included two options for enhancements in the presentation package submitted to the Committee with this letter, and look forward to your thoughts on the preferred option. Additionally, Westfield will screen the existing trash compaction area, as requested, as shown in the attached exhibit.

To ensure the enforceability of these commitments as part of the Project, we propose submitting the following language to the Department of City Planning for inclusion as one of the Project's conditions of approval:

Condition of Approval: The existing pedestrian entrance to the Shopping Center on Riverside Drive shall be visually enhanced to improve its aesthetic appeal, including through such improvements as enhancements to entry doors and façade, signage and landscaping. An exhibit illustrating this conceptual design plan is included as Exhibit __ of this approval.

Condition of Approval: The existing trash compactor area on Riverside Drive shall be screened. An exhibit illustrating a conceptual design plan is included as Exhibit __ of this approval.

We appreciate the Land Use Committee's time and very thoughtful consideration of the Project. We look forward to returning on June 16, 2016 and respectfully ask for your recommendation of the Project.

Very truly yours,



Gregg Berwin
Development Director

cc: Louis Schillace, Westfield
Lucinda Starrett, Latham & Watkins
Heather Crossner, Latham & Watkins
Ana de Santiago Ayon, Latham & Watkins
Josh Gertler, Consensus
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