



HAWTHORNE PLANNING COMMISSION STAFF REPORT AGENDA ITEM DR-2024-0006

DATE: May 15, 2024

SUBJECT: Crenshaw Village – Exterior Facade Improvements

FROM: Gregg McClain, Director of Planning and Com. Dev.

BY: Maria Majcherek, Senior Planner

PROJECT INFORMATION

SUMMARY: **Design Review DR-2024-0006:** A request to approve the proposed site design (exterior architectural building) for an existing commercial retail property.

LOCATION: 12730 Crenshaw Blvd.
(APN No. 4056-032-018)

APPLICANT: City of Hawthorne – Commercial Facade Rehabilitation Program

PROPERTY OWNER: Michael Kohanim

PROJECT DESCRIPTION

Crenshaw Village is a one story, seven unit, commercial shopping center built in 1985. The parcel measures 15,625 sq. ft. and according to building permit records the existing structure is approximately 5,200 sq. ft.

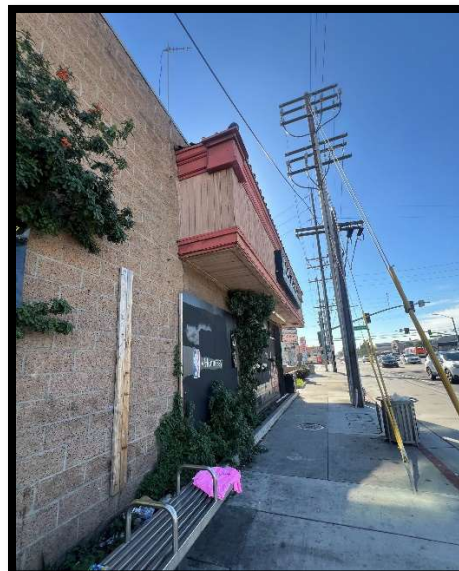
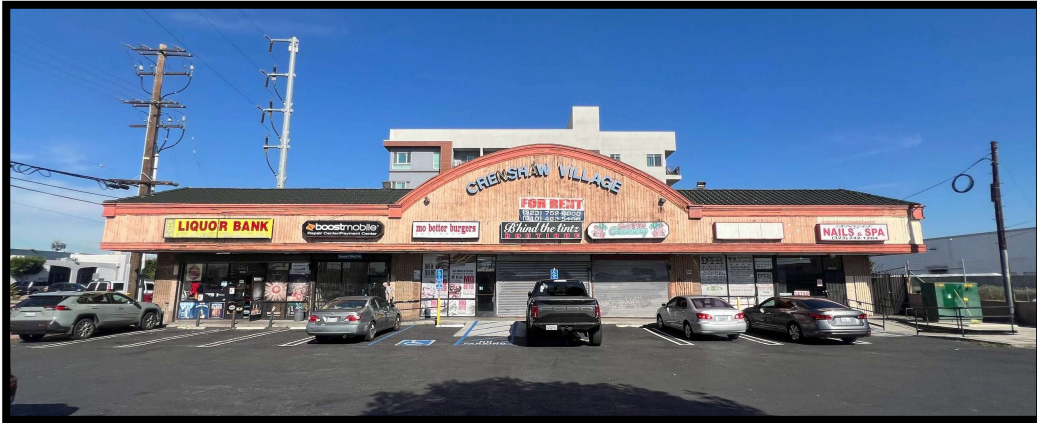
DR-2024-0006 is a request to approve exterior facade improvements. The property qualified under the City of Hawthorne's Commercial Facade Rehabilitation Program, which provides financial assistance to property and business owners with renovations to their property.

As shown on the vicinity map below, the subject site is located on the northeast corner of Crenshaw Blvd. and El Segundo Blvd. The site is surrounded by a mix of single-family homes (located in City of Gardena), recently developed or under construction multi-family units, and existing commercial uses.

Vicinity Map

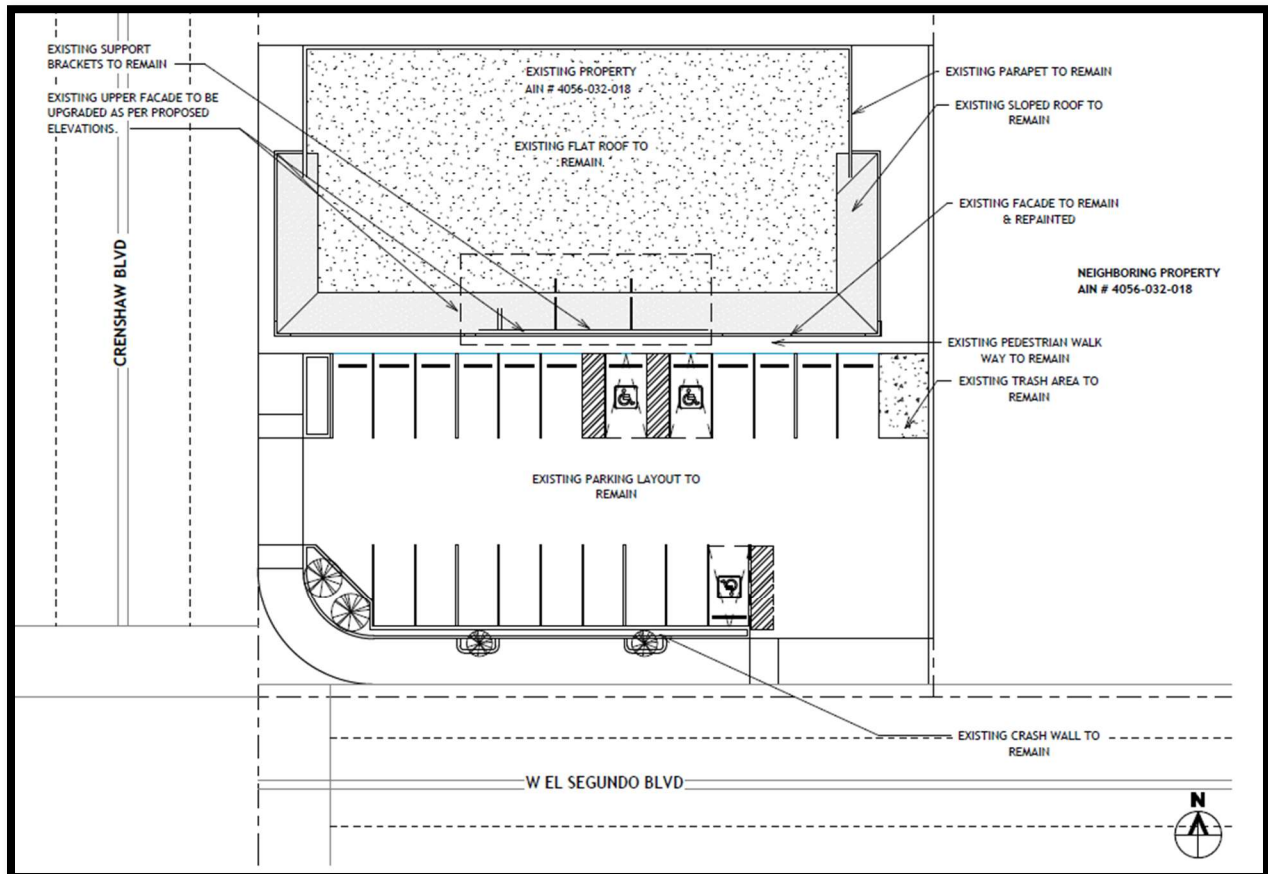


Current Site Conditions



The site improvements are focused on the existing building facade itself, due to the requirements of the rehabilitation program, and will not increase or change the existing layout of the overall site. As mentioned previously, the property owner has resurfaced the parking lot, which made an immediate positive impact. The site will maintain the existing 21 parking spaces, the small wall protecting the landscape area(s), and the parking lot entrances.

Site Plan



The proposed facade improvements will include the following upgrades:

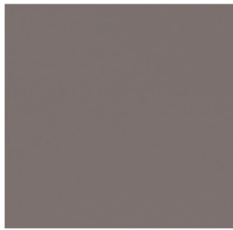
- New modern facade (removal of outdated round parapet wall)
- Updated modern color scheme
- New wood accents on strategic portions of the building facade.
- Removal of planter, on the west wall of the building, as it currently creates a place for trash accumulation and plants are unable to survive.
- New channel letter signs*

*Channel Letter Signs shall be reviewed under separate submittals and must conform to the HMC Chapter 17.35.

Project Site (after facade improvements)



The roof of the building and much of the internal structural aspects of the building will remain the same. The new design is modern, with elements such as updated glass entrances, wood trim, and complementary colors, which give dimension to the building facade.



Dark Gray
(Base Color)



Light Gray
(Trim Color)

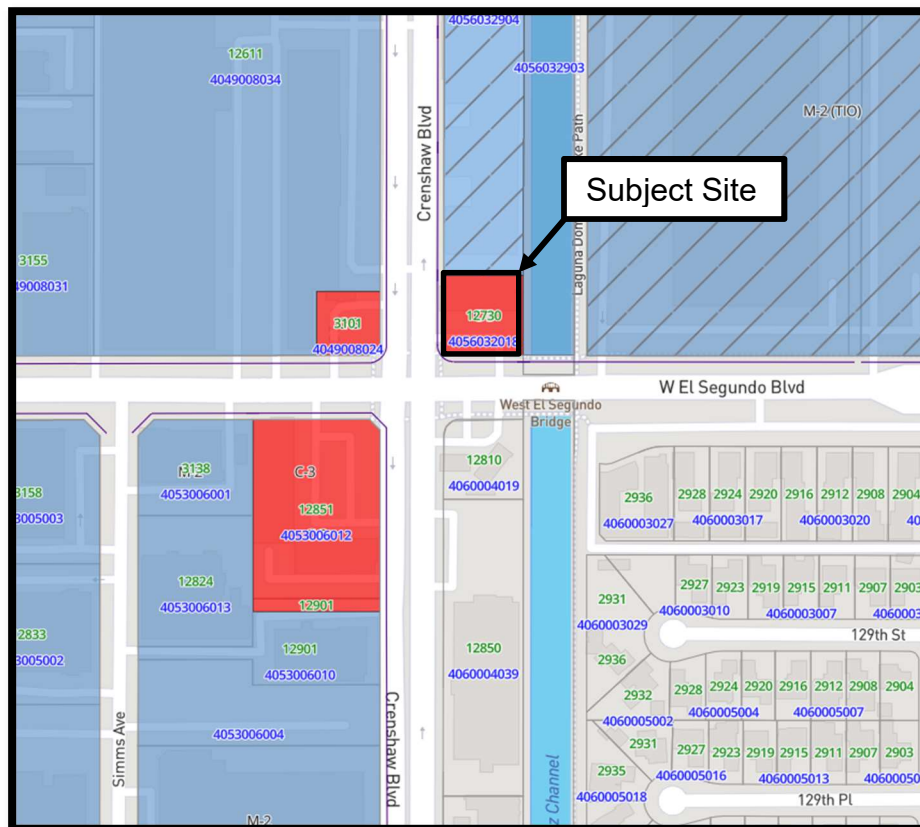


Wood
(Accent Color/Material)

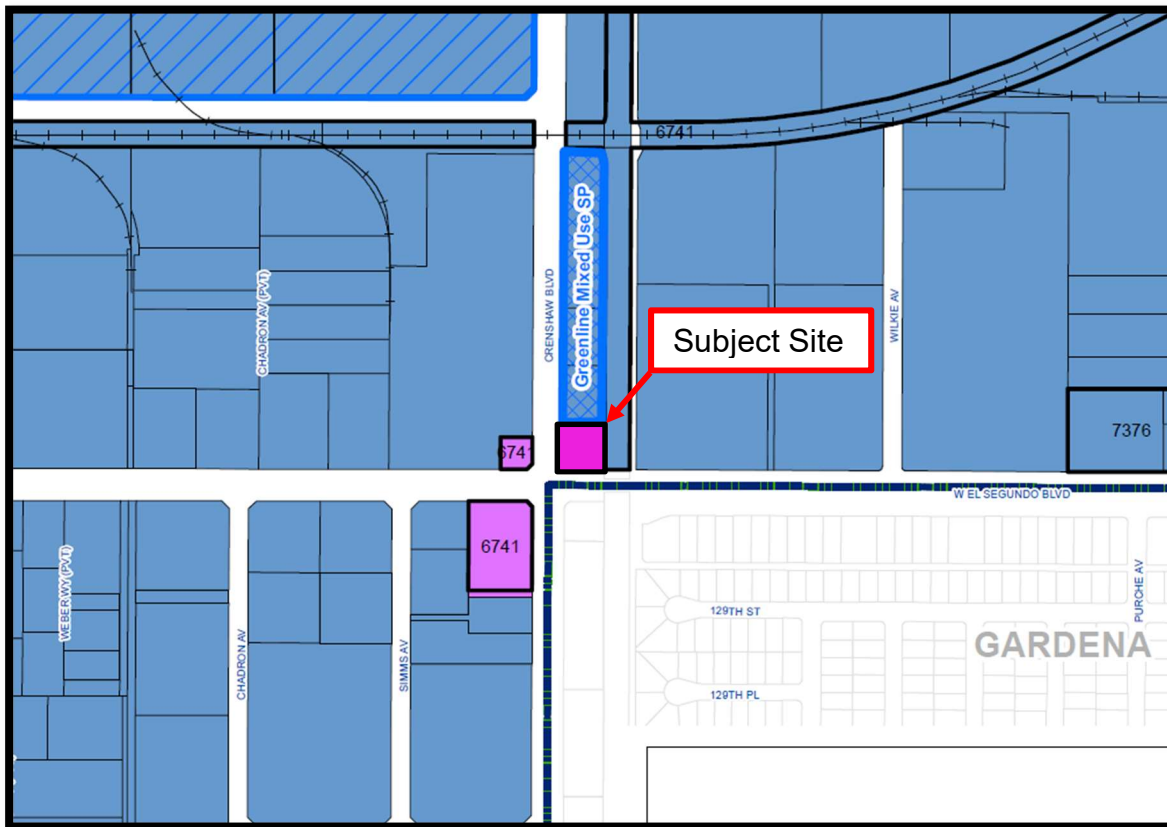
GENERAL PLAN, ZONING, AND OTHER POLICY PLANS

The subject property is located within the General Commercial (C-3) zone, the General Plan designation is Local Commercial. As shown in the maps below – the current zoning is in conformity with the General Plan designation:

Zoning Map



General Plan Map



Design Review

The Hawthorne Municipal Code (HMC) contains various minimum requirements applicable to all properties within the General Commercial (C-3) zone as it relates to design of a project site. A Design Review is required for projects involving new construction of more than 1,000 sq. ft. and projects that are adjacent to residentially zoned properties.

The subject site is proposing a facade improvement of over 1,000 sq. ft. and thus requires the review defined in Chapter 17.99 – Design Review.

Colors:

The proposed development will utilize minimal materials and colors and evoke a modern exterior facade (Attachment 1). The primary base building color is a dark gray, with a lighter gray trim and wood paneling accents at the parapet wall and strategic areas of the facade. The new black window frames and entrances provide contrast and accent the primary base color. These color and finish combinations serve as the required base, accent, and trim colors and meet the requirements of the design review regulations and HMC Section 17.30.010 – Exterior colors for commercial buildings.

Findings:

Prior to the granting of a Design Review four specific findings are required, as follows:

1. The location, size, design and characteristics of the proposed project will be compatible with and will not be detrimental to the public health, safety, or welfare of persons residing in or working in or adjacent to the proposed project;

The property is located on the northeast corner of Crenshaw Blvd. and El Segundo Blvd. and a mix of commercial and residential uses surrounds the site.

The proposed architectural facade will update and modernize the property and enhance surrounding area. The style of this building is compatible within this area, such as the existing mixed-use residential development, directly behind the property, and the new residential buildings currently under development south of the property. The proposal itself will not be detrimental to the surrounding neighborhood nor cause a public health, safety, or welfare issue to adjacent properties as this is an update to a parcel that is in need of beautification.

2. The proposed design is suitable for its purpose, is harmonious with and relates properly to, the surrounding neighborhood, contiguous parcels, and the site itself.

The proposed design will update and modernize the property by introducing a modern style and attractive facade. These improvements are compatible with the surrounding area. The development is located in the appropriate zone and is adjacent to similar uses.

3. The overall design will be of quality that will preserve the integrity of, and upgrade, the existing neighborhood.

The proposed development will upgrade and modernize an existing parcel. The on-site parking will be sufficient to accommodate the use and potential parking conflicts to the adjacent uses are not anticipated. The facade and landscaping will beautify and enhance the pedestrian experience along this section of the City.

The architectural design and height is of a scale that fits within the parcel and therefore, the preservation and integrity of the neighborhood, specifically of those residential properties directly adjacent to the subject site is achieved.

4. The design of the proposed project is in accordance with the general plan and all applicable provisions of the zoning ordinance.

The proposed project is consistent with the General Plan designation, General Commercial (GC), of the site for the following reasons:

- The Land Use Element of the General Plan designates the property as General Commercial, which is intended for office and commercial activities serving both local and regional markets.

- The facade will be renovated and continued to be occupied by commercial retail establishments. The use is compatible with the General Commercial (C-3) zone and the General Plan.
- Goal 1 of the Land Use Element of the General Plan encourages efforts to expand, attract, and enhance commercial development.
 - Policy 1.4 specifies that the City shall support and encourage the rehabilitation or renovation of existing buildings or structures or the conversion of obsolete and/or chronically vacant storefronts from their original or most recent use to a new compatible, economically viable, and sustainable use.
 - The existing building facade is obsolete and in need of modernization. Therefore, the proposed development will update the site and will meet the goal of this policy in that the new exterior is in keeping with the modern facades developed throughout the South Bay area.
- Goal 2 of the Land Use Element dictates that every effort shall be made to ensure both existing and future development will remain compatible in character, scale, and size to surrounding uses.
 - Policy 2.2 discourages the construction of very large buildings where such structures are incompatible with surrounding residential development.
 - The property will be undergoing a facade renovation and the overall site enhancements will be compatible with the adjacent neighborhood and is in keeping with the scale and size of the surrounding area due to its location within a mixed-use residential and commercial corridor.

DISCUSSION

The applicant must comply with the requirements of the Public Works Department, Building and Safety Department, Los Angeles County Fire Authority, and the Business License Office as well as with signage, noise, and nuisance regulations. In addition, the site will comply with all federal, state, and local laws and regulations.

PUBLIC HEARING NOTICE

Notice of the public hearing for this item was provided in accordance with Chapter 17.06 of the HMC. The Planning Department published a public hearing notice in the local paper on May 2, 2024 (Attachment 2), and mailed notification to property owners within a 300-foot radius of the site.

ENVIRONMENTAL ANALYSIS

Design Review Application Design Review DR-2024-0006 is Categorically Exempt per CEQA Guidelines Section 15301, Class 1, for Existing Facilities, which involves the operation, repair, maintenance, or minor alterations to an existing facility involving negligible or no expansion of use. The project would not involve an expansion to the existing building and only involves exterior facade improvements (exterior architectural building facade, signs, landscaping, etc.). The proposed project is consistent with the general plan designation and general plan policies as well as all zoning designations and regulations. The proposed project is in an area where all public services and facilities are available. The project provides negligible or no expansion of use beyond that existing at the time of the City's determination. Further, no exceptions identified in CEQA Guidelines Section 15300.2 are applicable; Staff will file the Notice of Exemption with the Los Angeles County Clerk's office in compliance with CEQA.

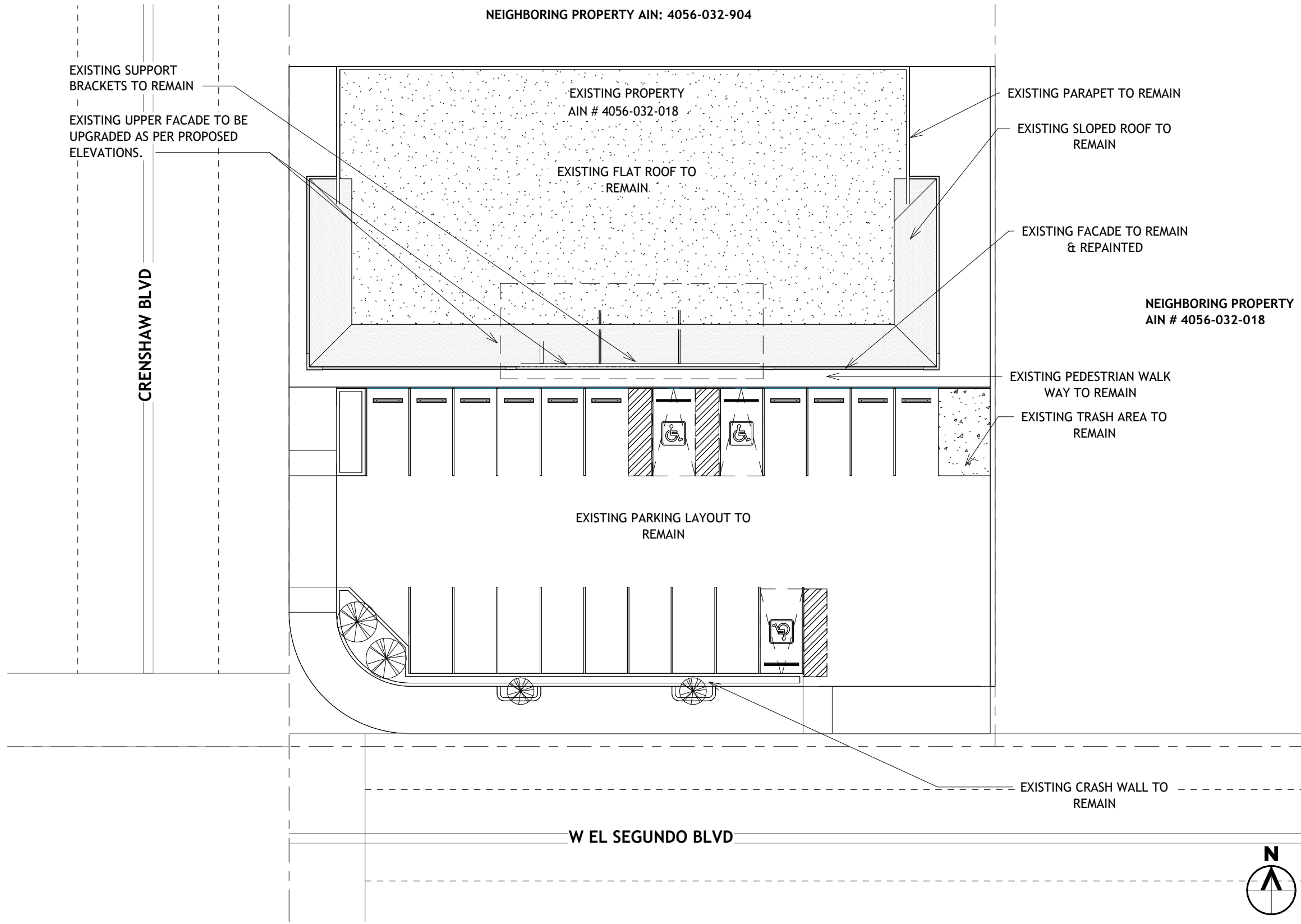
RECOMMENDATION

Based on the analysis of the issues and conditions of approval, the proposal complies with the HMC and will not result in negative impacts to the surrounding neighborhood. Accordingly, Staff recommends that the Planning Commission adopt PC Resolution 2024-12 (Attachment 3) adopting a Notice of Exemption and approving Design Review Application DR-2024-0006.

ATTACHMENTS

1. Site plans/Renderings
2. Notice of Public Hearing
3. PC Resolution 2024-12

Attachment 1
Site Plans/Renderings



ARCHITECTURAL SITE PLAN: CRENSHAW VILLAGE. 12734 CRENSHAW BLVD, HAWTHORNE, CA



CRENSHAW VILLAGE

BRAND NAME

BRAND NAME

BRAND NAME

BRAND NAME

BRAND NAME

BRAND NAME

BRAND NAME





Attachment 2
Notice of Public Hearing



Herald Publications
531 Main St., #1160.
El Segundo, CA 90245
(310) 322-1830 • Fax (310) 322-2787

PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA,
County of Los Angeles,

I declare, that I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk responsible for accepting, formatting and publishing legal notices in the **Hawthorne Press Tribune**, a newspaper of general circulation, printed and published **weekly** in the City of **Hawthorne**, County of Los Angeles, and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Los Angeles, State of California, under the date of **July 31, 1959**, Case Number **187530**; that the notice, of which the annexed is a printed copy (set in type not smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

5/2/2024

All in the year **2024**

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Dated at **Hawthorne**, California,

this **2** day of **May 2024**

Signature

Code # HH-28604

This space is for the County Clerk's Filing Stamp

Proof of Publication of:

NOTICE OF PUBLIC HEARING DESIGN REVIEW DR-2024-0006

PUBLIC NOTICE is hereby given that the Planning Commission of the City of Hawthorne will hold a public hearing to consider the following matter:

DESIGN REVIEW DR-2024-0006: A request to approve the proposed site design (exterior architectural building facade, landscaping, etc.) for an existing commercial retail property.

PROJECT LOCATION: 12730 Crenshaw Blvd. - City of Hawthorne, Los Angeles County, State of CA

MEETING DETAILS:

Day: Wednesday
Date: May 15, 2024
Time: 6:00 PM
Place: City Council Chambers
4455 West 126th Street
Hawthorne, CA 90250

Those interested in this item may appear at the meeting and submit oral or written comments. Written information pertaining to this item must be submitted to the Planning and Community Development Department prior to 5:00 PM May 15, 2024, at 4455 West 126th Street, Hawthorne, California 90250 or emailed to mmajcherek@cityofhawthorne.org. For additional information, you may contact Maria Majcherek at (310) 349-2972 or at the email noted above.

ENVIRONMENTAL REVIEW: Design Review DR-2024-0006 is Categorically

Exempt per CEQA Guidelines Section 15301, Class 1, for Existing Facilities, which involves the operation, repair, maintenance, or minor alterations to an existing facility involving negligible or no expansion of use. The project would not involve an expansion to the existing building and only involves exterior facade improvements (exterior architectural building facade, signs, landscaping, etc.). The proposed project is consistent with the general plan designation and general plan policies as well as all zoning designations and regulations. The proposed project is in an area where all public services and facilities are available. The project provides negligible or no expansion of use beyond that existing at the time of the City's determination. Further, no exceptions identified in CEQA Guidelines Section 15300.2 are applicable.

PLEASE NOTE that pursuant to Government Code Section 65009: In an action or proceeding to attack, review, set aside, void, or annul a finding, determination or decision of the Planning Commission or City Council, the issues raised shall be limited to those raised at the public hearing in this notice or in written correspondence delivered to the Planning Commission or City Council at or prior to the public hearing.

Hawthorne Press Tribune 5/2/24

HH-28604

Attachment 3
PC Resolution 2024-12

PLANNING COMMISSION RESOLUTION NO. PC 2024-12
Design Review DR-2024-0006

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF HAWTHORNE, CALIFORNIA, ADOPTING A NOTICE OF EXEMPTION IN ACCORDANCE WITH THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) AND APPROVING DESIGN REVIEW APPLICATION NO. DR-2024-0006 FOR THE EXTERIOR FAÇADE IMPROVEMENTS OF THE PROPERTY LOCATED AT 12730 CRENSHAW BOULEVARD, WITHIN THE C-3 (GENERAL COMMERCIAL) ZONE, SUBJECT TO CONDITIONS AND MAKING FINDINGS IN SUPPORT THEREOF

WHEREAS, The Commercial Façade Rehabilitation Program for the City of Hawthorne, (“Applicant”), on behalf of the property owner, Mr. Michael Kohanim, requested approval of a Design Review for the exterior façade improvements for an existing 7-unit commercial retail building at 12730 Crenshaw Blvd. (“Property”), which is zoned C-3 (General Commercial); and

WHEREAS, in accordance with Hawthorne Municipal Code (HMC) Chapter 17.99 – Design Review, the City of Hawthorne established a design review procedure for all applicable projects not exempted per Section 17.99.030 – Exceptions. No exceptions were identified and the proposed improvements encompass more than 1,000 sq. ft. of building. Therefore, the subject project is not exempt from the design review process and must obtain approval by the DRB; and

WHEREAS, the Land Use Element of the General Plan designates the Property as General Commercial (GC), which is intended for office and commercial activities serving both local and regional markets. The proposed façade and site improvements will beautify the property and surrounding area; and

WHEREAS, the Planning Commission determines that said Design Review will not have an adverse effect, either individually or cumulatively, on surrounding neighborhood, and that on the basis of this determination finds the proposal will not be potentially injurious to the public health, safety and welfare; and

WHEREAS, in accordance with Hawthorne Municipal Code (HMC) Chapter 17.99 – Design Review, the City of Hawthorne established a design review procedure for all applicable projects not exempted per Section 17.99.030 – Exceptions. The subject property is situated adjacent to existing residentially zoned properties and the proposed improvements encompass more than 1,000 sq. ft. of building and site surfaces. Therefore, the subject project is not exempt from the design review process and must obtain approval by the DRB; and

WHEREAS, the City of Hawthorne wishes to protect and preserve the quality of the local business areas and quality of life throughout the City and to ensure uses are managed through effective land use planning and design; and

WHEREAS, the applicant presented evidence that the proposed use complies with all applicable local, state, and federal laws; and

WHEREAS, on May 15, 2024, a duly noticed public hearing on the Project was held before the Planning Commission where all interested parties were given an opportunity to be heard; and

WHEREAS, based upon the information received and Staff's review and assessment, the project was determined not to have a significant impact on the environment and is categorically exempt from the California Environmental Quality Act ("CEQA") pursuant to Class 1 Categorical Exemption pursuant to Section 15301, (Existing Facilities) of CEQA; and

WHEREAS, evidence was heard and presented from all persons in favor of the application, from all persons opposed to the application and from members of the City staff; and that the Planning Commission having heard and received all of said evidence, testimony and statements and being fully informed of the application, approves Resolution No. 2024-12.

THE PLANNING COMMISSION OF THE CITY OF HAWTHORNE DOES HEREBY FIND, DETERMINE AND RESOLVE AS FOLLOWS:

SECTION 1. The Planning Commission finds that all of the facts set forth in the Recitals are true and correct, and are incorporated herein by reference.

SECTION 2. Based upon independent review and consideration of the information contained in the Staff Report and the Notice of Exemption for the Project, Staff has determined Design Review DR-2024-0006 is Categorically Exempt per CEQA Guidelines Section 15301, Class 1, for Existing Facilities, which involves the operation, repair, maintenance, or minor alterations to an existing facility involving negligible or no expansion of use. The project would not involve an expansion to the existing building and only involves exterior façade improvements (exterior architectural building façade, signs, etc.). The proposed project is consistent with the general plan designation and general plan policies as well as all zoning designations and regulations. The proposed project is in an area where all public services and facilities are available. The project provides negligible or no expansion of use beyond that existing at the time of the City's determination. Further, no exceptions identified in CEQA Guidelines Section 15300.2 are applicable.

SECTION 3. Based upon substantial evidence presented to the Planning Commission during the May 15, 2024, public meeting, including public testimony and written and oral staff reports, the Planning Commission finds as follows:

Design Review Findings:

1. The location, size, design and characteristics of the proposed project will be compatible with and will not be detrimental to the public health, safety, or welfare of persons residing in or working in or adjacent to the proposed project;

The property is located on the northeast corner of Crenshaw Blvd. and El Segundo Blvd. and a mix of commercial and residential uses surrounds the site.

The proposed architectural facade will update and modernize the property and enhance surrounding area. The style of this building is compatible within this area, such as the existing mixed-use residential development, directly behind the property, and the new residential buildings currently under development south of the property. The proposal itself will not be detrimental to the surrounding neighborhood nor cause a public health, safety, or welfare issue to adjacent properties as this is an update to a parcel that is in need of beautification.

2. The proposed design is suitable for its purpose, is harmonious with and relates properly to, the surrounding neighborhood, contiguous parcels, and the site itself.

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4. The design of the proposed project is in accordance with the general plan and all applicable provisions of the zoning ordinance.

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 - Policy 2.2 discourages the construction of very large buildings where such structures are incompatible with surrounding residential development.
 - The property will be undergoing a façade renovation and the overall site enhancements will be compatible with the adjacent neighborhood and is in keeping with the scale and size of the surrounding area due to its location within a mixed-use residential and commercial corridor.

SECTION 4. Based on the forgoing, the Planning Commission hereby grants Design Review Application No. DR-2024-0006 subject to the conditions set forth in Exhibit “A” attached hereto.

SECTION 5. This resolution shall become effective ten days after its adoption, unless within that period of time it is appealed to the City Council. In the event of an appeal, this Resolution shall not become effective unless reinstated by the City Council after the hearing on the appeal. The City Council Resolution determining the appeal shall be controlling, and unless the matter is remanded to the Planning Commission, the Resolution of the City Council shall be final.

SECTION 6. A copy of this Resolution shall be mailed to the applicant and copies shall be filed with the City.

PASSED, APPROVED and ADOPTED this 15th day of May 2024.

ATTEST:

RYAN RICHARD, CHAIRPERSON

GREGG MCCLAIN, SECRETARY

EXHIBIT A
CONDITIONS OF APPROVAL
DESIGN REVIEW DR-2024-0006

Failure of the applicant to comply with conditions as set forth shall be cause for the Planning Commission to institute a Public Hearing for revocation purposes.

1. The applicant shall comply with all applicable requirements and provisions set forth by the Uniform Building Code, Uniform Fire Code, Hawthorne Municipal Code (HMC), and any additional requirements by the Fire Department, Director of Building and Safety, or Director of Planning, as related to this application.
2. The property shall be developed in substantial conformity with the plans approved by the Planning Commission on May 15, 2024, as conditioned by the requirements contained in the resolution of approval for Design Review DR-2024-0006. Any more intensive use of the property, or deviation from said plans, shall first be reviewed as a modification of this permit.
3. The applicant and subsequent property owners/tenants must conform to all Business License regulations and maintain a current city license at all times.
4. All signs, banners, or other outside advertising materials or structures on the property must be approved by the City and shall comply with Chapter 17.35 of the HMC.
5. Signs shall be posted on the site per CA Penal Code Sections 552 through 555.5 and 11532 to prohibit loitering on the property.
6. Graffiti shall be removed within 24 hours of its discovery.
7. Property owners must keep parking lot clean at all times.
8. All direct lighting produced by the development must be contained onsite. The Owner of the property shall ensure any exterior night lighting and illuminated signage installed on the project site is of low intensity, low glare design, minimum height, and shall be hooded to direct light downward onto the subject lot and prevent spill-over onto the adjacent residential lots.
9. All County Fire Department requirements must be met before any building permits will be released.
10. Off-street parking shall be provided at all times in accordance with the originally approved site plan and, Per Municipal Code Chapter 8.16, shall be maintained in a clean and attractive manner (striping maintained, pot-holes and cracks repaired and trash, litter, or other materials shall be removed regularly).
11. Per Municipal Code Chapter 8.14, all landscaped areas shall be maintained in accordance with approved landscaped plan and in a healthy and well-kept condition and kept weed free.
12. The approved conditions of approval shall be included on building plans upon submission.
13. Commencement of façade improvements by this approval shall be within three years of the effective date of this approval. Failure to commence within that three-year time period shall render this approval null and void and any attempt to commence construction or establish the use thereafter

shall first require approval of a new application. Applications for a time extension to the commencement date as specified herein must be filed a minimum of thirty (30) days prior to the expiration date. The Planning Director may renew the approval for a single one-year period if a request is received at least 30 calendar days before approval lapses. Requests for a time extension must be accompanied by a formal application, all required exhibits and plans, and the required application fees. Any additional requests for extension shall require Planning Commission approval.

14. The Applicant/property owner must submit payment for all outstanding fees payable to the City prior to issuance of any permit, including building, grading, or demolition.
15. The Applicant shall pay the applicable public facility impact fees to the Building and Safety Department in the amount that is in effect at the time such fees are to be collected.
16. No outside display of goods, wares, or merchandise shall be permitted, unless approved by the Planning Director.
17. The applicant shall ensure all exterior noise generated by the project will comply with Section 9.34.030 Exterior Noise Standards of the Hawthorne Municipal Code. This section provides for an allowable noise level of 70 dBA between 7:00 am and 10:00 pm and 65 dBA between 10:00 pm and 7:00 am.
18. The applicant must comply with all Public Works Department, Building and Safety, Los Angeles County Fire Authority, business license requirements, signage, noise, and nuisance regulations. In addition, the site will comply with all federal, state, and local laws and regulations