

PROJECT DESCRIPTION NARRATIVE

CASA VERTIGO 1828 OAK STREET

PROJECT DESCRIPTION:

The applicant, Odd Fellows Temple, LLC dba Casa Vertigo, is seeking to expand on its previously issued land use entitlement as per ZA-2018-2692-CUB-CUX (expired). The existing venue currently has a basement kitchen that was recently completed, three levels of interior space and three mezzanines for weddings, banquets, live entertainment, dancing, conventions, expos, filmings, luncheons, etc. The property owner is also proposing a new 17,808 sf Rooftop Lounge & Bar with 274 seats.

The subject site consisting of 18,600 square feet is developed with a three-story 79,648 square foot Historic commercial use masonry structure built in 1924 (Lot 1 and the easterly 3.6' of Lot 2, Block 4, Los Angeles Homestead Tract (MR 3-256-257). The property, on the northeast corner of East Washington Boulevard and Oak Street, is a level, rectangular-shaped parcel of land consisting of two lots of approximately 18,600 gross square feet in size, having a frontage of approximately 175 feet along the east side of Oak Street and a depth of approximately a frontage of 100 feet on the north side of Washington Boulevard.

The structure was designed to be used as a center for entertainment and meetings with large floor spaces for weddings, banquets, special events, live entertainment, dancing, expos, etc. Due to the historic nature of the building no parking is provided or required on-site. The property owner does own a nearby surface parking lot and has leased several parcels underneath the adjacent freeway overpasses from Caltrans for additional off-site parking (see site plan).

The property is located within the boundaries of the South Los Angeles Community Plan Area. The Community Plan designates the subject property for Neighborhood Commercial land uses corresponding to the C1, C1.5, C2, C4, C5, CR, CW, ADP, LAED and WC Zones and Height District No. 1VL. The project site is zoned C2-1VL-O-HPOZ and is thus consistent with the existing land use designation. The site is designated as a Historic Cultural Monument (HCM-LA #300) within the University Park Historic Preservation Overlay District.

PROPOSED OPERATION:

The existing 74,376 sf Historic Convention Hall/Ballrooms/Banquet/Event Hall Facility currently accommodates 2,050 seats and is now proposing a 17,808 sf Rooftop Lounge & Bar with 274 seats for a grand total of 83,080 sf and 2,324 seats with full line alcohol for on-site consumption featuring live entertainment and patron dancing as accessory uses. The existing Convention Hall/Ballrooms/Banquet/Event Hall Facility will remain as a 24/7 operation. The proposed Restaurant/Rooftop Lounge Live Entertainment/Dancing hours will range from 6:00 am-4:00 am daily. The proposed hours of alcohol service will be from 6:00 am until 2:00 am daily.

Due to varying patron bookings the Banquet Halls, Rooftop Restaurant and Lounge along with its ancillary operations have incorporated several different seating/alcohol/dance/live entertainment arrangements depending on the reserved function at hand. Plans have been provided that depict the various reserved bookings and table/seating scenarios. Casa Vertigo has the flexibility to employ unlimited staff and security guards on an as needed basis for whatever types of reserved events are planned.

POINTS OF ALCOHOL SALES/DISPENSING:

The points of alcohol sale vary depending on the type of booking and venue requested. Casa Vertigo is a very large banquet facility with multiple banquet rooms and floor/table/seat layouts. As such the points of alcohol sales and its dispensing vary. Casa Vertigo staff will always be responsible for dispensing and serving all alcohol. Catered events that include alcohol as part of the paid reservation package will be served directly by staff at the table setups. In addition, various portable bars may be provided in case there is no alcohol package selected, if the alcohol package has been exceeded or if patrons desire other types of alcohol. If alcohol packages are not included then portable bars will be provided for those patrons seeking alcoholic beverages. Due to varying patron functions we have provided multiple floor plan layouts that depict the most common banquet/event scenarios. Proposed portable bars have been provided on each floor plan layout scenario to better identify the scope of the operation.

RESTAURANT:

Due to the sensitive nature of the rooftop membrane the rooftop restaurant and lounge will not have normal infrastructure features such as a dedicated kitchen or a fixed bar, etc. to lessen construction activities and weight distribution issues. The recently completed kitchen is located at the basement level. A dumbwaiter and multiple elevators are available for the delivery of food to the rooftop. In addition, portable bars will be provided on the rooftop as well (see floor plans).

Due to varying patron bookings the Rooftop Restaurant and Lounge along with its ancillary operations have two different seating/alcohol/dance/live entertainment arrangements depending on the reserved function at hand. Plans have been provided that depict the various reserved bookings and table/seating scenarios. Casa Vertigo has the flexibility to employ unlimited staff and security guards on an as needed basis for whatever types of reserved events are planned.

Depending on the type of event Casa Vertigo staff can set up the rooftop for whatever function it is reserved for. If the patron has paid for a live entertainment and dance package a dance floor can be provided. Due to varying patron function requests we have provided two floor plan layouts that depict the most common banquet/event scenarios. The proposed Restaurant/Rooftop Lounge Live Entertainment/Dancing hours will range from 6:00 am-4:00 am daily. The proposed hours of alcohol service will be from 6:00 am until 2:00 am daily.

AREAS OF DANCE AND LIVE ENTERTAINMENT:

Depending on the type of event and banquet room being utilized Casa Vertigo staff can set up the room for whatever function that has been reserved. If the patron has paid form a live entertainment and dance package a stage and a dance floor can be provided. Due to varying patron functions we have provided multiple floor plan layouts that depict the most common banquet/event scenarios. Proposed portable bars have been provided on each floor plan layout scenario to better identify the scope of the operation.

HOURS OF OPERATION PER USE:

The existing Convention Hall/Ballrooms/Banquet/Event Hall Facility will remain as a 24/7 operation. Depending on the type of event and banquet room being utilized Casa Vertigo staff can set up the room for whatever function that has been reserved. The proposed Restaurant/Rooftop Lounge Live Entertainment/Dancing hours will range from 6:00 am- 4:00 am daily. The proposed hours of alcohol service will be from 6:00 am until 2:00 am daily.