



Venice Neighborhood Council

LAND USE AND PLANNING COMMITTEE

PO Box 550, Venice, CA 90294 / www.VeniceNC.org

Email: Chair-LUPC@VeniceNC.org



MINUTES

LAND USE AND PLANNING COMMITTEE MEETING

DATE: Wednesday, December 18, 2013

LOCATION: Oakwood Recreation Center, 767 California Avenue, Venice CA 90291

TIME: 6:45 pm - 9:30 pm

CASES HEARD:

1. 3223 Washington: Firestone Walker Brew/Pub
2. 1033 Abbot Kinney: Hotel Project
3. 1414 Main St: Mixed Use Project--PRESENTATION & DISCUSSION ONLY

DETAILED AGENDA:

1. Call to Order - Roll Call.

Name	P	A	Name	P	A
Jake Kaufman, Chair		x	Mia Herron	x	
Sarah Dennison, Vice Chair	x		John Reed	x	
Robert Aronson	x		Robin Rudisill, Secretary	x	
Mehrnoosh Mojallali	x		Steve Traeger	x	
James Murez	x				

2. Approval of Minutes from prior meetings: none available, not done.

3. Approval of Agenda:

Robin Rudisill made a motion to defer the Firestone Walker agenda item and vote as just before the Agenda was posted the closing hours were recommended to be changed by LUPC Staff subsequent to the Community meeting, from 11 p.m. to 2 a.m., which she felt was a significant change of which the adjacent and surrounding neighbors should be made aware were made, and she wanted to be sure that the Adjacent neighbors had an opportunity to be aware of this and provide input to the Applicant. Motion was defeated.

4. Chair Updates – none.

- a. General Updates by Chair, Land Use and Planning Committee

5. Land Use and Planning Committee Current Case Updates.

- a. Case members provide updates/schedule on their "Pending" cases.

6. Public Comment on non-agenized items related to Land Use and Planning only:

- a. Jed Pauker informed the group that there was a general concern about LUPC violations and related reputation of the LUPC in the Community. This has been expressed by individuals and there is a lot of evidence of this on the VNC website. In the spirit of the holidays, efforts are being made to fix that.

- b. Irv Katz, who lives on Market Street, asked whether the agenda is incorrect re. giving Public Comment more time. He also corresponded with Chair Jake Kaufman and asked whether the LUPC January meetings would be on the 2nd and 4th weeks of the month due to the January 1st holiday.
- c. David Ewing expressed concern about the West L.A. Area Planning Commissioner Donovan being given notice, as he would prefer for him to stay on the Commission, and he also wants Joyce Foster to remain on the Commission.

7. Active Cases

- a. 3223 Washington: Firestone Walker Brew/Pub – a CUB for the sale of beer for on and off-site in conjunction with a restaurant/brew pub and retail store
 - i. Case number: ZA-2013-3173-CUB
 - ii. Background information:
<http://cityhood.org/ReportCaseActivityDetail.cncx?CID=34058&UGP=Anonymous>
 - iii. LUPC Member assigned: Jim Murez – Applicant wants to upgrade from beer and wine to a full line of liquor. John wants consistency between all of the restaurants.
 - iv. Applicant Adam Firestone & Applicant's Representative: Elizabeth Peterson (213-620-1904)
Presentation: Having 71 parking spaces was a major factor in deciding on this location. Selling retail accessories is one of the ways they sell their brand. This will be a satellite of their main brewery. His partner is his brother, an Englishman.
Rebuttal: Regarding the hours, they spoke with a number of Residents on Carter and Stanford, some of whom about the parking lot in the back. They did do the 500-foot mailing of the flyer. Some didn't receive it, apologies for that. There is already precedent for selling hard liquor: Ralphs on Lincoln. There were a number of local people at the meeting. There was a show of hands. Over 100 people were there and over half of the hands went up. He doesn't necessarily like 2 a.m. either, so the LUPC and the City can set the hours, he just wants to be consistent. If the LUPC thinks they should change the closing hours back to 11 p.m. he will agree to that.

Steve Traeger entered the meeting.

Re. off-site sales, you can't continue to sell product that undercuts your customers, you also have to showcase products. That's part of what they do. They already agreed to do validated parking for customers.

- v. Public Comment –
Challis MacPherson – Venice is a residential community mixed in with commercial zones, thus should listen to the residents, especially the people of the Oxford Triangle, who are REALLY your customers. At the meeting on December 3rd, 11 p.m. was the closing time and all were OK with that. That is a restaurant. If you change it to 2 a.m., it's a bar.
Steve Freeman: The December 3rd meeting was not a Community meeting as they did not do Community Outreach. He doubts that more than 25% of the neighborhood turned out. There were a lot of fans in the room, but they weren't from the neighborhood. He really encourages the Applicant to get a flyer out to the neighborhood and have a real Community meeting. He would be surprised if

people from the Oxford Triangle would be supportive of a closing time later than 11 p.m. He indicated that they feel somewhat betrayed by all this talk about an 11 p.m. closing time, at that meeting and then right after the meeting it was changed to 2 a.m.

Robert Levi: I was under the impression that the offsite sale of alcohol was not allowed by the Oxford Triangle Specific Plan. This is their biggest concern relative to any precedent being set if the 3205 and 3215 properties were ever separated he wants to be sure that it can't become a liquor store.

Barbara Baker: Her concern is the traffic during certain hours on Washington Blvd. When people take a right into that alley at rush hour, her concern is that people zip through that side street where Walgreens is and go through all of the residential neighborhoods.

vi. **LUPC Discussion –**

Robert Aronson-- Can only deduct bathrooms and obviously office and kitchen, so the service floor area is off.

This is not a change of use, is an existing restaurant.

Only the smaller office building is a change of use.

The restaurant is assumed to be the same one that was there 20 years ago, same footprint, actually reducing it in size.

What are the patio area seats: it's an enclosed patio. Completely enclosed with roof and window.

This is a simple issue we face all the time: commercial backed up to residential.

Can't imagine that people who live next to the parking lot are going to be happy with patrons leaving at 2:15 a.m.

If the applicant is willing to cut the hours and there are abutting residences, we should do so. Propose 12 midnight on Friday and Saturday.

Keep it at a one year plan review.

Sarah Dennison – A landscaping plan is needed as a buffer, even if some parking needs to be given up. We must make sure that headlights don't shine into their adjacent residences.

Steve Traeger: The only permitted signage shall be limited to business identification, i.e. Firestone-Walker corporate logo, and not the phrase "brewing company." He would appreciate it if the Applicant would work out the parking and noise issues with the Residents. The architecture needs some work. Washington Blvd. needs a street entrance. It's not clear to him whether or not the project complies to the Specific Plan and he sees no reason why we would want to defer from that.

Jim Murez: The Oxford Triangle has a C4 zone on Lincoln and this property is in the C2 zone on Washington. There are no special zone restrictions and no off site liquor sales allowed (the public disagreed). It's a special zone that exists only on Lincoln Blvd.

The Applicant is getting a Corner Commercial variance.

There is an issue when a brewery uses their name in advertising, as that is advertising their brand of beer.

The BMP conditions are being taken off the table by the City, as Applicants are required to get a Green Permit.

Customer parking will be free, but they need to put some kind of time limit on that, such as 90 minutes or 2 hours.

Robin Rudisill – Asked whether the City has given the Applicant any written pre-approvals, guarantees or determinations, to which the answer was no. Asked how the zoning issues would be resolved re. brewing not being an allowed use in the C zone, to which the answer was via a DIR approved by Greg Shoop that indicates that the brewing use is considered an “accessory use” as it is less than 10% of the activities of the brewery. Asked whether there is “undue concentration of alcohol licenses” in the census tract, to which the answer was that they did not know as they hadn’t filed for the alcohol license yet but would let the committee know.

- vii. **Motion to VNC Board** – The following Motion was drafted, but prior to the vote it was moved by Robin Rudisill and seconded by Robert Aronson to postpone the vote until the next meeting, which motion was unanimously approved.

MOTION:

1. Prior to the February 18, 2014 VNC Board meeting, Applicant shall provide a landscaping plan that has sufficient protection/buffers to mitigate traffic, noise and headlights to LUPC and to the VNC Board.

2. Prior to the February 18, 2014 VNC Board meeting, Applicant is strongly encouraged to provide letters of support from the adjacent residential property owners to LUPC and to the VNC Board.

3. The Venice Board of Directors shall approve the following Motion:
The Venice Neighborhood Council approves the project as presented, with the following conditions:

CUB Conditions:

1. **Hours of Operation:**
Restaurant Use: 11 a.m. to 11 p.m. Sunday - Thursday; 11 a.m. to 12 a.m. Friday - Saturday
Retail Use: 11 a.m. to 6 p.m. daily
Office Use: Unrestricted
2. Any future operator or owner for this site must file a new Plan Approval Application to allow the City of Los Angeles to review the “mode and character” of the usage.
3. The authorized use shall be conducted at all times with due regard for the character of the surrounding district, and the right is reserved to the Zoning Administrator to impose additional corrective Conditions, if, in the Administrator’s opinion, such Conditions are proven necessary for the protection of persons in the neighborhood or occupants of adjacent property.
4. The applicant shall train staff to provide Designated Driver resources, when appropriate, for restaurant patrons, such as taxicabs, referral services (e.g., www.designateddriver.com).
5. In addition to the business name or entity, the name of the individual Applicant(s) shall appear on the alcohol license and any related permits.
6. Security guards shall be provided as required by ABC License.

7. No display window or signage advertising of offsite sales of alcoholic beverages shall be permitted; the only permitted signage shall be limited to business identification (i.e. Firestone-Walker corporate logo).
8. There shall be no coin-operated games, video machines, pool tables or similar game activities maintained upon the premises at any time.

General conditions:

9. The applicant shall produce a Transportation Plan that offers incentives to employees to use Public Transportation, bicycle or other alternative means of transportation that do not include driving an automobile to work.
10. The applicant shall provide employee parking at no charge for the duration of their shift.
11. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the Applicant shall be removed or painted over within 24 hours of being applied, and the paint shall match the original color.
12. The Applicant shall be responsible for maintaining free of litter, the area and adjacent to the premises over which they have control.
13. Noise generated on site shall not exceed the decibel levels stated in the Citywide Noise Ordinance.
14. The use and development of the property shall be in substantial conformance with the floor plan submitted.
15. No tobacco sales allowed on the premises.
16. The Applicant shall adhere to Best Management Practices as they pertain to the location. Also see LADBS Green Permit.
17. To encourage a walk-friendly environment, the applicant will install bicycle racks.
18. Exterior lighting on the building shall be maintained and provide sufficient illumination of the immediate environment so as to render objects of persons clearly visible. Said lighting shall be directed in such a manner so as not to illuminate any nearby residence.
19. The Applicant shall regularly police the area under their control in an effort to prevent loitering.
20. The entitlement will run with the applicant, not the property.
21. Trash receptacles used will be designed to contain odors per Best Management Practices.
22. Cleanup and all trash removal will be performed in such a manner as to prevent debris from entering the storm drain system, and will not interfere in any way with surrounding uses.
23. No exterior work-related activity will occur either before opening or over one hour after closing.
24. Offsite advertising signage will be prohibited.
25. Trash pickup will occur between the hours of 8 am and 6 pm on weekdays as necessary but shall not occur during peak traffic periods as defined by LADOT.
26. The storage/changing room will be clearly marked as such on plans submitted to the City, and will not be used as service area.

- 27. The applicant will appear before LUPC twelve months after opening.
- 28. Upon change or termination of any lease regarding satisfaction of the Conditions of Approval, the applicant will notify the Department of Planning and the Venice Neighborhood Council, and will comply within 30 days.
- 29. Upon change or termination of any lease regarding satisfaction of the Conditions of Approval, the Applicant will notify the Department of Planning and the Venice Neighborhood Council, and will comply within thirty days.
- 30. Upon change of ownership, the new owner must appear before the City within 30 days of the close of escrow, with a plan approval application to renew the conditions and demonstrate that the required parking can be provided.
- 31. The applicant must obtain approval for all outside signage, or must remove nonconforming signage.
- 32. All bottles will be recycled upon removal from the premises.
- 33. A laminated copy of these Conditions shall be posted in a conspicuous place.

b. **1033 Abbot Kinney: Hotel Project – construction of a hotel with spa; restaurant and other amenities** –*Steve Traeger recused himself as he has two pending applications for his two small children for deferred enrollment with the French school, and he feels that it would not be fair to him or the school for him to vote on the project; as there is no potential financial gain related to the recusement, he sat in the audience rather than leaving the hearing room.*

i. Case No: ENV-2012-3355-EAF

ii. Background information:

<http://cityhood.org/ReportCaseActivityDetail.cncx?CID=30818&UGP=Anonymous>

8:04 P.M.

ABBOT KINNEY HOTEL

10 minute presentation by folks representing the hotel.

30 minutes for public

only a minute per speaker.

Steve: Have two pending applications with the French school of deferred enrollment for his two s
Will sit in the audience (as no financial gain).

Wants to recuse himself as not fair to the school.

Public saying we have to speak up or get microphones.

Applicant’s representative

David Hertz

Here with Dan Abrams, owner.

Was concerned about what the character of a hotel means to the City of Venice.

Dan had an opportunity to buy it and did so with the intention to preserve it.

For many developers the highest and best use would be to tear the whole thing down.

There have been ten community meetings, countless individual meetings.

We had a 4th floor and heard from the community that wasn't what they wanted.

85 rooms after 2nd phase.

If have 85 rooms at 85% occupancy, that's really good.

47 new people per day.

That's much less use than by residents.

They're checking in in the middle of the day and not leaving.

Facts: have eliminated the 4th floor and absorbed some of the units into the 3rd and 2nd floor.

Are not asking for an exception or variance.

Are asking for a minor height adjustment, up to 10% (2 foot 11"), which is the only adjustment ha
143 spaces required, have 163.

Parking existing restaurants to current code.

No loss to street parking, a net gain of 3.

Have hired experts to do traffic studies. The City's transportation department has said no impact.

Red areas community commercial with a preferred use of overnight accommodations (per LCP?)

The hotel is all really on Electric.

The hotel would be implemented in a 5-8 year process.

FoOtprint of the bilding.

42% is open. Dr. Jerry XXXX has expanded and that was the intent. (??)

Adding sidewalks on Electric where none exist, and putting utilities underground.

Would like to make Electric a timed, one way street.

??What is timed.

Fully automated parking—get out of the car and it's parking for you.

Spa

50% of the ground floor of Electric is open.

A small pool.

A "cook's garden" on the roof.

The renditions are not a good representative of what it will look like.

They are building far less than any other individual would build.

30' with elevator building is allowed, proposing much less.

A 3-story building that runs along Electric & Broadway.

Every corner has full 30' buildings.

Creates an acoustical buffer for the resident behind.

We want to imbue this project with the "Venice Vibe" and something that we can all be excited at

A vote for this project is a vote against everything we're concerned about happening.

Manoosh: Are there any public areas?

Sarah: made some nice changes to the project, I like the look of it.

What have you done with the Electric façade.

WAS concerned with the elevation along Electric.

Have made some changes.

Robin: complemented them on all of the group and individual meetings and the numerous changes.

Have you met with the school and considered any concerns they have?

PUBLIC COMMENT:

He's twice been the Secretary of the Venice LUPC as well as Secretary of the VNC Board. He was a facility when took all of the community input for the VSP.

This is the exact kind of development that they had said they'd never want to see this here.

While there's as much to be said for this proposal, there's as much not to like as there is to like.

Just because the development along Electric Blvd. sucks now is no reason to put another development that sucks.

40+ year resident. Parent of kids at Coeure d'Alene. Only spoke once before as a resident at Lincoln apartments.

Am here today as looking at what seeing: this is a good project, with good guys at a good time.

These types of projects are often controversial.

If this was a bigger project, Garcetti would be throwing money on it.

This is a project where they aren't asking for any money or anything special.

Several hundred car trips per day will be generated.

700 car trips

160 parking spaces.

Their own estimate is that going to have 160 employees, but how will they be able to park for free if many?

Where are the restaurant patrons going to park.

It's three feet too high.

Does not meet the VSP.

Still mass and scale problems.

Started out as a complete skeptic. Love the mix of artist and ??

Have never seen a project work so hard to embrace feedback and make adjustments.

In every great country is a local, boutique hotel.
This is not just renovations but innovations.
And that's what we desperately need to support in this community.

A 2-day resident in Venice.
Bought his house in May.
He's a refugee from Hancock Park, and came here to get away from this type of development.
What don't need is another large scale development.

3rd generation
Santa Monica college
In great favor of this project as offers a space for his generation to hang out in.
AK doesn't have any chain stores and this hotel isn't a chain.
No other development that brings the community together.
Won't here to support Silicon Beach coming here and flourishing?

A long-time Venice resident
Asking them to consider on the project and not the narrative.
Will get something worse if we don't do this project.
Someone else will come along and do something bad.
The policy of the land use plan is to not destroy these buildings.
It's mandated by the Venice Specific Plan.
Aren't allowed to tie more than 3 lots together, they're trying to tie 8 lots together.
Need to sort that out.

Have lived here for 8 years, never understood why there wasn't a hotel.
Have talked with these applicants and they truly care about the community and they have the best
If another developer were to get involved it would be far worse.

Live in Rialto
A member of Venice Alert, which has aised a petition asking you to reject the hotel.
Now 4xx signatures.
Most of those signatures are concerned with mass & scale.
This project will overwhelm the neighborhood.
They loom over the church on 3 sides, nothing shrot of architectural bullying.
We love what makes this neighborhood special, so let's move there and change it.

Have emailed all of us on Policy 1a of the VSP.
This area of AK has been designated as a special, architectural area.
Have asked to maintain the historical character.

Both Venice plans, Specific Plan and the Land Use plan—according to the existing scale of the cc
The failure of this oversized project is a specific reason not to approve.

Was born and raised in Venice
40+ years.
Others have said what she wants to say.

Is for it, please consider approving.

I like good Scotch as much as the next girl.

But we're not here to talk about that.

We're here to talk about how what we give this building is what we're giving others in the future.

30 feet is the rule.

Are we going to de facto change the height?

I'm very upset that the plans were only posted Friday night.

If you guys care about the Community, honor your responsibility to keep us properly informed.

Need to investigate this project's speed, as if it doesn't operate fast enough....

Cut off

Support project

His business is in the area.

His visitors have to stay in Santa Monica.

Having this hotel down the street would be fantastic.

Will use local venues for the eating and shopping.

I'm holding a picture of a truck. A common truck that see on AK every day.

Have sent 10 photos to the LUPC.

5 trucks delivering between 8 – 8:30 a.m. this morning, just for one restaurant.

They are mapping Venice.org

A year ago asked Dan Abrams for a loading dock to get the loading off of the street.

15-year resident

Parking: many businesses here live or die on this issue a long.

Seems to him they have gone above and beyond the call/code.

Will bring order, discipline and structure to what is currently a parking mess.

Totally support what they've done in putting together this parking structure.

Have had a photography studio.

Also the wife of David Hertz.

So will keep comments and opinions herself.

Read a letter from Tony Bell.

Opposed to hotel.

For 4x years his restaurant preserved their architecture.

This hotel would be a good thing, embrace a good thing while it happens.

Have seen the parking consultants saying that traffic will only be increased by .1% They

Been here 10 years.

Want to send her future kids to the school across the street.

Hotels are usually a place of prostitution.

Sex offenders could stay at the hotel.

She was hit by a car when she was a child.

Very concerned that this could happen again.

She has done films on Sex Trafficking, it's a serious issue.

There are school children across the street from a hotel.

AK has evolved, for better or worse, one of the most popular area in the U.S.
Since change IS inevitable, need to look at the best options.

Support projects that are local.

Can't say every developer is bad.

Either they get permission to build something that is tasteful, reasonable.

Own a home w/husband on Westminster.

HEARD ABOUT the hotel project about a year ago.

Was opposed because Venice has changed too fast.

She has a human resistant to change.

Now that has been to three community meetings and is now a supporter.

Got to know Dan and trust him, and think that David

A hotel on AK is going to ??? the street.

AK is a treasure.

Like David very much.

Don't think that Abrams is altruistic and cares about the community.

There's a hotel just a few blocks away.

If your biz guests are staying in Santa Monica, they're still going to AK restaurants.

For her it's a big mess.

It's too much for AK, a treasure of Venice.

Went in with an open mind.

Very impressed with Dan and his team, especially in protecting the facades on AK.

Giving public spaces for all to enjoy.

Am a 30+ year Venice resident.

Against the project, even though love Dan, Amy and everyone.

Think it's way too big for the space.

The whole block with this titanic structure.

Love the "cook's garden."

We're the only street with a cook's garden.

That's what we need more of on AK.

In favor

Exiging buildings being saved.

Gardens being expanded.

A good deal for the community

May be able to work there.

The tax revenue will be kept here in Venice.

19% of all permits for review in L.A. are in Venice?

With that min mind, if we're going to do the hotel, we can't do the other projects like 1414 Main, etc.

There's not enough street for all of these projects.

People going through alleys.
Pick one and then bye bye to the rest.

Wife and he own Cook's Garden.
Came to Dan with an idea about growing for locals in the vacant lot.
We think we succeeded in doing that.
We are here to support the project.
In an hour initial meeting, discussed the intentions to support the community and how could be se garden.
That's the sensibility they have applied to this project.

Not for or against this project yet.
Need a hotel but still think it's too big.
Concerned by the façade on Electric.
The houses across from there are going to go and will be replace with tall buildings facing.
She's a bike rider. The hotel users are going to come down Rose and Brooks. Electric is already v

Been General Manager at Primitivo for 10 years.
He's in favor of the character of these guys.
Not a single call or communication has gone unanswered.
While cutting construction will not help the biz

Opposed to building a big hotel.
A safety risk to the children at school.
An environmental risk for the neighborhood.

In support of project.
Can't think of a better management team.
A world-class green architect.
Platinum certified builders.
They all live in the area.
The alternative is not OK.
Could be from a third world country and a xxx store.
These guys will give us something we can be proud of and say—?

40-year resident of Venice
With respect to Dan and hard working LUPC
Could the property be put to worse use with a more brutish design.
But feat of what could come in the future is not sufficient grounds for endorsing the current plan.
It's important to remember what made AK popular in the first place.

In favor of the project, giving his time to Joel Shapiro of the Electric Lodge, near where this proje
Think it's an excellent project.
Came in very skeptical and said no, but listened and listened.
Re. # of trips a day, the alternative will have equal or worse # of trips.
What it is now is NOT the alternative.
If someone spends millions for a property can't NOT build it out.

John R: let's talk about the merits of the case.

It's not the VNC's responsibility to ensure they get economic opportunity but rather that re. develo dangerous precedent doesn't take place.

Any developer down the line could come and say that they should get similar size. Furthermore, the argument that if this doesn't get approved that something

In support.

Have known Dan for many years.

In talking about the threat of what could be is real.

Have chains like Lucky coming in.

This is a local guy who wants a community-based environment.

Don't want a precedent.

Don't want to choose between bad and worse.

Am concerned about the project.

If you vote for it, remember how it will be seen when look back in history.

Keep talking about integrity of AK.

AK has already changed.

Change is coming and change will happen.

The historical preservation of a parking lot on Electric seems a little silly as well.

30-year resident.

Venice is changing at warp speed.

Haven't seen this kind of change in 30 years.

Just Erwin isn't enough

This is a beautiful rendition

40% of the floor is open.

Worked with Jerry to do a roof garden.

Saving the front of AK by not building the front on AK.

Lived in Venice for 8 years.

AK and Venice have changed exponentially

For the good and bad.

Not completely opposed but am concerned about parking and congestion, including the automater happens when it fails.

Concerned about parking on the street.

Will there be validation for people for 2-3 hours if dining at a nearby restaurant.

Remember when there was no Primitivo,

Was a biker bar

Strikes him that what people are concerned about is parking

Every business has gotten exemptions and with no enforcement.

So people are frustrated.

Also is a sense of fairness.

They don't have to make up for everything that happened before.

20-year resident of Venice.

Strongly in favor

Venice needs a hotel.

Lucky to have gentlemen like this attached to the project.

Love that the project is green and that they've already addressed some of the valid concerns of the parking etc.

Love the communal space that providing and that they're preserving the façade.

Hope others will join her.

Concerned that this hearing was held during the holidays.

It's such a big issue for the community.

The community was not informed.

She didn't get any notice from the neighborhood council of this meeting and she's a member of the council.

This is really a sin to do this just before Xmas.

We're having this meeting underneath this painting.

This is Venice.

When she moved here it was a very diverse community.

African Americans have been driven out.

When people talk about the Community

Everyone is talking with the benefit to the businesses.

She lives on Venice and works for a great theater company there. It now takes her 20 minutes.

What do we mean by Community.

Going to suggest that all of the vehicular access this hotel needs go via AK, leave the neighborhood

Have adequate parking determined by independent consultants.

All the parking should be onsite and be provided to employees.

We don't need another freestanding bar.

There are already enough drunks peeing on the alleys now. If you keep it in the hotel its OK.

APPLICANT REPLY (5 minutes):

The gardens etc. create outdoor space. Isn't gated. Locals and community members alike can come
It's an outdoor lobby.

WE hope to have a dynamic hub for social interaction.

With regard to Electric façade.

Working with neighbors to better articulate the building vertically.

To mimic the natural width of lots along AK.

Buildings like his from 1922,

Really working within that vernacular to create a well-articulated building.

School—Fontaine French and Westminster.

Fontaine is opposed.

Have been trying to work with the school to find a place to move that is suitable.

When bought the property told them would not continue the lease.

Re. Westminster Elementary, principal and many parents have told him not opposed to the project

Sends 5th graders to an outdoor education project every year.
 Re. Safety—this is going to be a medium-priced hotel.

The parking system is automated. Robots.

Multiple redundancies.

Backup generators.

A system that is new to L.A. and has been in EU and Asia for a long time.

Working with other parking lot owners.

There are over 300 spaces owned by others talking with re. construction mitigation.

There's a lot of overflow parking.

Meeting the code required parking.

Code required parking for all uses on the parking, with no grandfathering.

Employees will park for free.

The # of employees who are quoted aren't all working at the same time.

In terms of the hotel itself, restaurants are separate?

6-0-1 to postpone until next meeting.

iii. **LUPC Member assigned: John Reed**

iv. **Applicant: David Hertz (310-829-9932)**

v. **Public Comment—Several members of the public expressed concern about having to speak up as there were no microphones provided.**

vi. **LUPC Discussion**

vii. **Motion to VNC Board—at 9:12 p.m. voted 6-0-1 to postpone the Committee discussion and motion to the next meeting.**

c. **1414 S. Main St. – mixed use construction with low income density bonus; density bonus (off-men SPP; CDP; Mello Act compliance review to develop 46-foot/4-stories –**

Jim Murez announced that Jake had left him a message indicating that for January the LUPC would meet on the 3rd and 5th Wednesdays. Jim recused himself and left the meeting.

9:18 p.m.

Mia Herron took over as Chair of the meeting.

She is the Staff person for the 1414 Main Street project.

Not planning to draft a motion at this meeting.

She put a project presentation up on Cityhood last week.

She asked that everyone interested would download and review that information.

What they're presenting today is what they consider as the most important aspects of the project.

APPLICANT PRESENTATION:

Brian Silveira, consultant

Jason Tiege, developer

The project location is just north of Windward circle.

24 for sale condos

242 subterranean parking spaces

Project changes:

Remove roof access vestibules

Pedestrian entrance to the parking garage is from the inside of the project and then outside.

They will be widening the alley from 15' to 22.5', as not wide enough to accommodate 2-way traffic, and must set the building back an additional 5' in order to do so.

Instead of doing loading and unloading outside on the alley they are still experimenting with doing it on pallets inside the garage, and are waiting to see the results of trying this in NYC.

Also, there is a concern about the potential for people to travel to Lido Court to get to their alley. They had someone go out and stand on each end of the alley to monitor peak traffic, who only saw one person cutting through Lido Court to get to the alley, so this doesn't seem to be a major concern right now.

This is a density bonus project and they will be using the development incentives.

The whole purpose of this ordinance is that because you lose money, the City gives you incentives back to compensate for that.

A lot of people think this is skirting the VSP.

In the C2 zone, allowed 39 base units.

Outside the VSP: 39 base units + density bonus = 53.

Because in the VSP, 19 base units + density bonus = 26.

Why asking for additional density.

SBSB18 nuts and bolts.

This has been in place for over 18 years, yet no projects have been done which use this.

Developers can put the replacement affordable units within 3 miles away.

The old State law was replaced by SBSB18.

A developer could get this far down the line and not have it go through.

This new State law lays out the things that are allowed very clearly.

35% height, density and FAR bonus.

If not adjacent to residential area, allowed 3 to 1.

Project as designed is 2.4 to 1.

PUBLIC COMMENT:

Group presentation by community members:

Chris

Homeowner on Market Street

Opposed to this project on the scale. It doesn't fit our neighborhood.

The bigger thing for him is the parking.

The reality is that all of the employees from Hama take up space parking on the street.

There aren't enough parking spaces for all, including employees to park in the garage.

Krista:

200 Horizon

This doesn't fit at all the scale and type.
 Don't think anyone in the neighborhood wants this.
 Not opposed to development.
 Abbot Kinney was a developer!
 But he had a creative idea.
 Very concerned about the details.

Eric ?:

Lives on Horizon
 Worked in Venice for 11 years.
 Presentation represents the “boot strap” thoughts of their neighborhood.
 Here in unison in opposition.
 Developers grossly usurp the purpose of the VSP with an unreasonable reliance on variances.
 They've displayed a distinct unwillingness to adapt their plans....
 Commercial part of the mixed use of the proposal will negatively affect their quality of life.
 This is a neighborhood community that will now service a 242 space underground garage.
 There was clearly no intention for a project this big to tie together this many lots and do a project like this.
 Venice is growing and parking is an issue.
 242 spots will make it a profit center for this developer and will serve as a funding mechanism for this project.
 Internalize sound of trash, loading, etc.
 Restaurants and noise are a disruption to our community. We don't need more restaurants and bars.
 We all suffer for the foot traffic and loud, drunken people.
 Already suffer from a lot of drink and disorderly conduct.
 Adding more alcohol is going to increase that.
 This negatively impacts our quality of life.
 It's out of mass and scale with the neighborhood.
 Urge you to deny.

Diana Pollard:

A long time resident and an architect.
 What the surrounding residents are trying to get across to the developer and to the Board, the project is just over scale and we need some moderation in the design and hope you will consider that.
 The issue is the bulk, the mass, scale and character of the building.
 It's being afforded “off menu” items.
 They've gone “off menu” for all their requests and that's what's contributing to the bulk of the building.
 Height—asking for a 46' height all across the property, even though it's a mix of flat and sloped roofs.
 Translating to an on-menu incentive, that would give them 46' for the sloped portions and 40' for the flat portions.
 This is MUCH taller than the VSP allows.
 The other issues have to do with the setbacks.

Off menu incentives, relief for the on menu incentives.
 According to the planning dept. they can use the front of Horizon for purposes of determining the setbacks. They think Main Street should be considered.
 (they had a choice as combined all of those lots)
 With the proper setbacks the bulk of the building would be much better.
 In the front yard, they're asking for relief from a 5' setback.
 If were to apply on menu incentives it would be a much bigger setback.
 15' at levels 2 & 3 (asking for a 7' setback)
 Top level would be a 16' setback, and they're asking for a 7' setback.
 Thinks this project deserves consideration for some redesign.

Irv Katz:

Here since 1974, on Market Street.
 Market, Horizon and Main Street.
 VSP purpose to regulate all development.
 Section 8 states: approving authority shall make finding:
 Compatible in character to the rest of the neighborhood??
 Lot consolidation of more than 2 lots shall be permitted...provided that the project conforms to the existing scale and character of the surrounding community.
 Etc.
 Buildings compatible in scale shall be encouraged.
 Lot consolidations shall protect the scale of existing neighborhoods.
 Mass and scale are mentioned many times in those paragraphs.
 The proposal is a whale, and the properties surrounding it are goldfish.
 This impacts our way of life.
 Deny this development as currently proposed.

Steve?

33 years.
 Live on the alley
 Called his landlord and told him they've been given the go on the project

 Want to work with him on how to deal with the tenants.
 He wants an environmental impact report.
 Went down 46' and brought up buckets of sand.
 Public works will control this.
 Emergency services will be severely restricted.
 Unknown underground discoveries.
 To blow the alley out, need to redirect all utilities and phone.
 2 cars cannot go by there.
 There's not 15 or 22' there. Can't completely widen unless they buy two more buildings.
 This is megalomania as have

Rick Garvey:

Live on Toledo Court
 18 years.
 Live on the alley

Main concern is parking.
 The people who are going to work there will park on their streets.
 They are half way between AK and the beach.
 That will drop at least 60 cars on their street.
 Second his call for an environmental impact report.
 When it's not clear and there is serious public controversy need to have a EIR.

Rob Tompkin:

Resident of Horizon
 150 feet from development.
 All lanes lead to
 Lanes comprised of a 2-way street.
 Market is a 2-way residential street with bike lanes.
 The biggest traffic and emergency concern—disruption of fire, medical and police access
 is a grave concern.
 Large trucks can barely make it through the alley as it is. Three trucks go through there on
 trash day.
 When that many more vehicles are added to an area that is already overxxxx.
 Deny this project as currently proposed.

Frank Murphy:

Work in the neighborhood (have built several projects there) and live on Venice.
 For this project.
 It's meeting the letter and ??
 Meeting the concerns that have been expressed that have been over the last 30 years he's
 been doing development in Venice.
 SBSB18 make it work.
 You've got the housing and the parking.
 Let it go.

Barbara Gibson:

Supports the project.
 Own property on 4th Avenue
 Where were all of you when St. Josephs Center built 204 Hampton?
 And combined R-1 lots and built a huge office building.
 Were allowed to go up 48' high.
 Where were all of you when they said it was too high and mass and scale were a problem.
 They got it through the VSP, not that long ago.
 The precedent has already been set.
 We need parking and we need low income housing.

Mia announced that she those is making a motion to postpone and then will call out the
 names of who didn't get to speak tonight and they will be the only ones who can speak at
 the next meeting.

George, Janet, Brad, Ron, Gary, Brenton, Jules, Tom, Rick, Steve, Christian, Wesley,
 Garcia, Renata, Martin, Joel

No one else can speak publicly. They can email us.

People asked whether if they cannot make it to the next meeting if someone else can speak for them.

Mia: will let them know.

Ivan Spiegel:

After the LUPC vote, the concerned residents will be allowed to make comments again at the Board meeting.

8. PROJECT BACKLOG:

a. New Project Review and Staff Assignments and Coding of De Minimis Cases – deferred.

Review, discussion, and possible action on projects identified in applications filed with the City of Los Angeles Department Of City Planning as reflected on the CNC Reports, to build Agendas for future meetings. *(To review the CNC Reports please go to www.Planning.LACity.org and click on "Case Information" on the left side, then click on "Bi-Weekly Case Filing" or, visit our internal working site, www.CityHood.org)*

9. Adjournment – The meeting was adjourned at 10:00 p.m.

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the LUPC members in advance of a meeting may be viewed at www.CityHood.org, Venice Public Library, 501 Venice Blvd., at our website by clicking on the following link: www.VeniceNC.org/LUPC, or at the scheduled meeting.

In addition, if you would like a copy of any record related to an item on the agenda, please contact the LUPC Chair at Chair-LUPC@venicenc.org or the Committee at LUPC@venicenc.org.