

Venice Neighborhood Council

Post Office Box 550

Venice, CALIFORNIA 90294



Land Use and Planning Committee MINUTES

September 26, 2007

DRAFT



1 **1. CALL TO ORDER – ROLL CALL; APPROVAL OF THIS AGENDA AS**
2 **PRESENTED OR AMENDED**

3
4 Challis Macpherson called the meeting to order at 6:35 pm. LUPC Members
5 present: Challis Macpherson, Lainie Herrera, Jim Murez, Jed Pauker, Maury
6 Ruano, Arnold Springer, and Stewart Oscars. Robert Aronson and Ruthie
7 Seroussi arrived later.

8 Challis Macpherson noted that an item was included under Old Business
9 regarding a letter to be sent to Councilman Rosendahl concerning parking.

10 After further discussion, this item will be postponed until November 2007.

11 **Stewart Oscars moved to approval the agenda as presented; seconded by**
12 **Lainie Herrera.**

13 **2. APPROVAL OF MINUTES**

14
15 This item was not discussed.

16
17 **3. ANNOUNCEMENTS**

18
19 Arnold Springer announced that zoning tutorials to be taught by Jim Crisp
20 have been scheduled for October 11, October 25, November 1, and

DRAFT

1 November 3, 2007. Mr. Springer reported that these tutorials are free to
2 stakeholders, and invited everyone to attend. Challis Macpherson reported
3 that Mr. Crisp, a former Zoning Administration hearing officer, is an excellent
4 resource and that the tutorials will be of great value.

5 Ivan Spiegel invited stakeholders to attend the November 10, 2007 Town
6 Hall, and reported on plans for the morning and the afternoon sessions. Mr.
7 Spiegel reported on the recent election and the election challenges that
8 followed, and informed stakeholders of the procedure by which they can
9 serve as LUPC members.

10 Maritza Prescott invited stakeholders to attend upcoming seminars on
11 mansionization, the West Los Angeles Community Plan update and possibly
12 a seminar on implementation tools. Arnold Springer asked Ms. Prescott to
13 keep Challis Macpherson current with information. Ms. Macpherson stated
14 that a press release will be posted on the VNC website.

15 Jim Murez announced that the Abbott Kinney Festival will take place during
16 the upcoming weekend. Mr. Murez also announced that the Westminster
17 School PTA is seeking assistance with its contribution to the Abbott Kinney
18 Festival.

19 **4. PUBLIC COMMENT**

20
21 (Taken out of order) Yolanda Gonzalez referred to a vote taken earlier that
22 day in the Los Angeles City Council regarding a proposed tax to be used for

DRAFT

1 gang prevention programs, and advised that a Town Hall should take place to
2 discuss this issue.

3
4 **5. NEW BUSINESS:**

5
6 **DELIBERATION OF FOLLOWING PROJECTS:**

7
8 A. 2918 Pacific Avenue. Applicant, Glen Irani Architects. LUPC Staff for this
9 project: Maury Ruano

10 This item was postponed, to ensure more outreach to the community.

11 B. 1020 Venice Blvd (corner of Lincoln and Venice Blvds) Applicant
12 proposes a mixed use commercial (approximately 5,200 square feet) and
13 residential project containing approximately 40 multi-family rental dwelling
14 units, a portion of which will be restricted as affordable units.

15
16 Project will request a zone change and will incorporate on-site affordable
17 dwelling units. Accordingly, the project will request, and is entitled to,
18 various incentives under the State Density Bonus Law (FAR, height,
19 parking and density). Note that the VCZSP FAR for this site is 1.5:1 and
20 the applicant is asking for 3.2:1, and that the VCZSP height for this site is
21 30' and the applicant is asking for 65'. LUPC Project Form, findings &
22 related documents on VNC/LUPC web site and have been emailed to
23 LUPC members. LUPC Staff for this project: Maury Ruano

24
25 Stewart Oscars questioned whether to postpone discussion of this issue;

26 Challis Macpherson referred to a significant outreach effort made through
27 the LUPC website. Jed Pauker noted that this project is in a preliminary
28 planning stage and that there will be opportunity to discuss at a later date.

29
30 Jerry Newman concurred that the project is in a formative stage and that
31 obtaining input from the community is the developer's primary goal at this
32 time. Mr. Newman began by discussing the site's history, noted the
33 project's green aspects as well as the City's plans for infrastructure and

DRAFT

1 the area, discussed the need to use the entire envelop of the lot because
2 of its particular conformation and size, and introduced the architect, Eric
3 Moss. Mr. Moss provided additional details for the project and discussed
4 the project in relation to the City of Los Angeles's plans for changes in its
5 infrastructure.

6 Steve Freedman stated that linking the proposed project to changes to a
7 transportation corridor is disingenuous and stated that the disparity
8 between the project and the Venice Coastal Zone Specific Plan is not
9 offset by the project's "green" aspects.

10 Dennis ... referred to the VNC's support of a document that will be used
11 for planning on Lincoln Boulevard and suggested that the developer wait
12 until that document is finished.

13 Larry Kerloff stated that the trade-off between the project's green aspects
14 and its massing and height is too great.

15 Susan Papadakis stated that the building should be set back further than
16 is shown, that the building is out of scale with the Venice Coastal Zone
17 Specific Plan, expressed concern that plans for the signage could be
18 changed, and commented that solar power should be employed more in
19 new buildings.

20 Arnold Springer also voiced concern about signage, the project's height
21 (including possible roof structures), the project's impact on the Lincoln
22 Boulevard CEO, stated that developers should compensate for the impact

DRAFT

1 their projects have on traffic and transportation, and asked for specifics
2 regarding developers' entitlements.

3 Jim Murez stated that a quid-pro-quo must occur, warned that the project's
4 parking ingress/egress will have a huge impact on traffic and that the
5 setbacks appear undersized. There was discussion about the project's
6 total commercial square footage, which is 5,000 square feet. Mr. Murez
7 commented that removing the sycamore trees already planted on Lincoln
8 will cause an adverse reaction from the community and referred Jerry
9 Newman to the plan for landscaping on Lincoln Boulevard.

10 Challis Macpherson stated that the proposed development is too big and
11 is not in keeping with the Venice Coastal Zone Specific Plan and that she
12 would not support the project.

13 Responding to Robert Aronson's questions, it was stated that there are 71
14 parking spaces, 2 2-bedroom units, 28 1-bedroom units and 10 studio
15 lofts, 44 residential parking and 20 commercial parking. There was
16 discussion about state requirements and allowances. Mr. Aronson
17 commented that the project is too far ahead of its time, that no video
18 signage should be allowed in Los Angeles and that the project is too big.

19 In response to Lainie Herrera's question, it was stated that there are 4
20 very low units. Ms. Herrera also voiced concern about parking
21 ingress/egress and that there should more parking provided.

DRAFT

1 Maury Ruano referred to the requested zone change and density bonus
2 and to the staff report Mr. Ruano provided, and that SB1818 should be
3 permitted to be applied, stated that the project will provide very-much
4 needed affordable housing and referred to a Los Angeles City Council
5 motion dated April 18, 2007 that designates streets including Lincoln
6 Boulevard as transportation corridors that should be allowed to be mixed
7 use and have higher density.

8 Jed Pauker agreed with a LUPC member's comment that a quid-pro-quo
9 must occur, and questioned the developer's statement regarding the
10 proposed project's economic viability. Mr. Pauker advised that more than
11 one traffic study may be required and that further study regarding a liquor
12 license should be done. Mr. Pauker advised that chain stores are not
13 appreciated in Venice.

14 Stewart Oscars warned about the impact additional traffic may have on
15 the community and warned that there are two elementary schools nearby,
16 expressed distaste for the setbacks shown, and stated that provision of
17 affordable housing does not justify the project's out-of-scale size. Mr.
18 Oscars asked who would pay for sewer upgrades, and stated that the
19 project scared him.

20 Jim Murez asked that a future presentation provide a more clear
21 representation of scale. Jed Pauker made suggestions about future
22 presentations, commented that exceeding the requirement for affordable

DRAFT

1 housing and referred to signage. Maury Ruano provided advice regarding
2 parking provisions provided by the Venice Coastal Zone Specific.

3 C. 1142 Abbot Kinney Blvd. Pursuant to Los Angeles Municipal Code,
4 section 12.24W1, the applicant, Bart Miali represented by Elizabeth
5 Peterson, is requesting a conditional use to permit a Department of
6 Alcoholic Beverage Control [Type 20] license for the sale of beer and wine
7 for off-site consumption in conjunction with a 1,004 square foot gourmet
8 shop having a display area of 598 square feet and hours of operations
9 from 8:00am – 11:00pm, daily. LUPC Project Form, findings & related
10 documents on VNC/LUPC web site and have been emailed to LUPC
11 members. LUPC Staff for this project/issue: Robert Aronson
12

13 Elizabeth Peterson introduced the owners, described their background
14 and commitment to the Venice community, and discussed measures, a list
15 of voluntarily agreed-upon conditions, intended to reassure the LAPD (and
16 the community) that the proposed store will operate as stated.

17 Ann Benjamin, owner of the building in which the proposed store will be
18 located, spoke on behalf of the prospective store operators.

19 Ivan Spiegel reported on information obtained during a brief site visit
20 earlier that day. There was discussion about the conditions; Stewart
21 Oscars made a suggestion about the condition that referred to single
22 serving sales. Responding to Jed Pauker's question, Elizabeth Peterson
23 discussed how the store owners will conduct their business. Maury Ruano
24 asked about parking; Ms. Peterson stated that there is only one required
25 parking space. Responding to Lainie Herrera's question, Ms. Peterson
26 provided more detail on voluntary condition 8, which places a limitation on
27 what happens if a new business operator takes over the business. Robert
28 Aronson asked about the loading area; Mr. Miali stated his preference to
29 receive inventory at the rear of the building. Mr. Aronson suggested
30 providing a planter box for landscaping at the front of the building, that two
31 substandard spaces could be squeezed at the back, and that a possibly
32 illegal construction be removed when the other tenant, a toy store, moves
33 out or is replaced by another tenant. Mr. Aronson suggested that the
34 business owner consider obtaining parking space for customers in nearby
35 lots when a wine tasting is being conducted. There was further discussion
36 about conditions to be agreed upon by all concerned.
37

38 **Ruthie Seroussi moved to recommend that the Venice Neighborhood**

39 **Council approve the Conditional Use Permit for Elvino LLC, based on the**

40 **following conditions; seconded by Lainie Herrera.**

DRAFT

1
2 Jim Murez suggested that the owners of the LLC be named as individuals
3 as well in the conditions imposed on the liquor license. Elizabeth
4 Peterson stated that she had not seen this particular condition imposed by
5 a Zoning Administrator.

6 **Jim Murez moved to amend the original motion to include the owners'**
7 **names along with the LLC; seconded by Susan Papadakis.**

8 **VOTE: 9 in favor; 0 opposed; 0 abstentions.**

9 **VOTE : 9 in favor; 0 opposed; 0 abstentions.**

10 **6. PUBLIC COMMENT**

11
12 None noted.

13
14 **7. OLD BUSINESS:**

15
16 No old business reported.

17
18 **8. ADMINISTRATIVE:**

19
20 A. LUPC Chair report on VNC Board of Officers actions relative to LUPC
21 recommendations.

22
23 Tabled

24
25 B. LUPC Task Force reports

26
27 Tabled

28
29 C. Staff Reports on Current Projects

30
31 Tabled

32
33 **9. ADJOURNMENT**

34
35 The meeting was adjourned by common consent.

36