



To enrich lives through effective and caring service

AGENDA

MARINA DEL REY DESIGN CONTROL BOARD

Thursday, April 23, 2009, 6:30 p.m.

**Burton W. Chace Park Community Building
13650 Mindanao Way ~ Marina del Rey, CA 90292**

Design Control Board Members

Susan Cloke – Chair	- First District
Peter Phinney, AIA – Vice Chair	- Fourth District
David Abelar – Member	- Second District
Simon Pastucha – Member	- Third District
Tony Wong, P.E. – Member	- Fifth District



Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

1. **Call to Order, Action on Absences, Pledge of Allegiance, and Order of Agenda**
- 1A. **Special Presentation**
2. **Approval of Minutes**
February 26 and March 26, 2009
3. **Design Control Board Reviews**
None
4. **Consent Agenda**
The Chair may entertain a motion by a Board member at the beginning of the meeting to approve certain non-controversial agenda items as consent agenda items unless held by a Board member or member(s) of the public for discussion or separate action.
5. **Old Business**
 - A. **Parcel 50 - Waterside Marina del Rey - DCB #08-006**
Further consideration of sign program, after-the-fact signage and advertising kiosks
6. **New Business**
 - A. **Parcel 50 - Waterside Marina del Rey - DCB #09-004**
Consideration of tenant identification for The UPS Store
 - B. **Parcel 50 - Waterside Marina del Rey - DCB #09-005**
Consideration of new tenant identification for Medici Optometry
 - C. **Parcel 50 - Waterside Marina del Rey - DCB #09-006**
After-the-fact consideration of new tenant identification for Charla's Place
 - D. **Parcel 56 - Fisherman's Village - DCB #09-007**
Consideration of signage modifications for Catalina-Marina del Rey Flyer

- E. Marina del Rey Mole Road Signs and Curb Treatment - DCB #09-008
Consideration of addendum to DCB-approved Marina Identity and Wayfinding Signage Program

7. **Staff Reports**

- A. Temporary Permits Issued by the Department
- B. Ongoing Activities Report
 - Board of Supervisors Actions on Items Relating to Marina del Rey
 - Regional Planning Commission's Calendar
 - Local Coastal Program Periodic Review Update
 - Small Craft Harbor Commission Minutes
 - Marina Design Guidelines Update
 - Redevelopment Project Status Report
- C. Marina del Rey and Beach Special Events

8. **Public Comment**

Public comment within the purview of this Board (three minute time limit per speaker)

9. **Adjournment**

ADA ACCOMMODATIONS: If you require reasonable accommodations or auxiliary aids and services such as material in alternate format or a sign language interpreter, please contact the ADA (Americans with Disability Act) Coordinator at (310) 827-0816 (Voice) or (310) 821-1734 (TDD), with at least three business days' notice.

Project Materials: All materials provided to the Design Control Board Members are available (beginning the Saturday prior to the meeting) for public review at the following Marina del Rey locations: Marina del Rey Library, 4533 Admiralty Way, 310-821-3415; MdR Visitors & Information Center, 4701 Admiralty Way, 310-305-9546; Burton Chace Park Community Room, 13650 Mindanao Way, 310-305-9595; and (beginning the Monday prior to the meeting) Department of Beaches and Harbors Administration Building, 13837 Fiji Way, 310-305-9503. The material can also be accessed on our website at marinadelrey.lacounty.gov.

Please Note: The Los Angeles County Board of Supervisors adopted Chapter 2.160 of the Los Angeles County Code (Ord. 93-0031 §2(part), 1993) relating to lobbyists. Any person who seeks support or endorsement from the Design Control Board on any official action must certify that they are familiar with the requirements of this ordinance. A copy of this ordinance can be provided prior to the meeting and certification is to be made before or at the meeting.

Departmental Information: <http://beaches.co.la.ca.us> or <http://labeaches.info>



To enrich lives through effective and caring service

April 16, 2009



Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: **AGENDA ITEM 5A - PARCEL 50 - WATERSIDE MARINA DEL REY, 4700-4786 ADMIRALTY WAY - DCB #08-006**

Item 5A on your agenda is a returning submittal from Caruso Affiliated (Applicant) for a Sign Program for Waterside Marina del Rey (Waterside). Applicant was before your Board in February 2005 and June 2008 with a multi-tenant sign package and a full Sign Program, but only the 2005 sign package was approved. Applicant also seeks after-the-fact approval of various existing permanent and temporary vinyl window graphic tenant signage, of freestanding sign holders, and of existing sign kiosks.

Previous DCB Submittal

During the June 2008 DCB meeting, your Board considered the Applicant's submittal for approval of after-the-fact window vinyl graphics for existing tenants and vacant spaces, as well as for portable freestanding sign holders. The item was continued to allow the Applicant to provide location and dimensions of tenant identification signage per door, per tenant, and to pursue an alternate signage design in place of the freestanding portable sign holders.

New Submittal

The Applicant's current submittal includes a Sign Program, as well as the option to place vinyl graphics for additional tenant identification on each door or on the glass panels adjacent to the doors, with specific location and dimensions. The Sign Program is inclusive of the request for window signage but does not include specific location and dimensions, whereas location and dimensions are included in Applicant's submittal letter for both new tenant identification signs and for specific existing window signs, for which the Applicant is also seeking after-the-fact approval. Notably, the dimensions and location being proposed in the submittal letter for new tenant identification signage on storefront glass panels and doors are exceeded by the existing unapproved window signage.

The Applicant's submittal for the portable sign holders is as previously submitted; an alternate freestanding sign design as suggested by the Board was not pursued. The submittal also requests approval for five existing and unapproved sign kiosks displaying advertisements.

Sign Program

The Applicant is proposing a Sign Program for the tenants at the Waterside shopping center. This program will act as a standard, not only for the Applicant to evaluate any future

tenant proposed sign requests, but also for facilitating your Board's approval of any such signage. The program covers tenant signage, acceptable sign treatments, prohibited sign types, primary identification signs, sign placement and lighting, hours of illumination, and fabrication criteria. The program also provides for window-mounted tenant identification signage, in addition to the upper façade-mounted sign on both the front and rear of each business and a blade sign. In addition, the program would allow for temporary "coming soon" graphics to be mounted on a tenant's storefront window.

After-The-Fact Signage Approval

The Applicant is seeking after-the-fact approval of various permanent and temporary window-mounted self-adhesive graphics, many of which are not consistent with the dimensions and location proposed for new signage. Permanent tenant identification signs were installed primarily to keep customers walking on the sidewalk informed of the stores' identities, particularly where façade-mounted signage may not be visible to pedestrians below because of existing awnings. Applicant's Waterside logo signs were installed on vacant storefronts.

Temporary Signs

The Applicant is requesting after-the-fact approval of the following existing temporary, self-adhesive, vinyl window graphic signs:

- Spaces A.19 and C.6 – Waterside Marina del Rey Corporate Logo
Each of these vacant retail spaces contains two identical signs consisting of the word "WATERSIDE" over the words "marina del rey", with the signature wave-like "W" in the background. There is one sign on each of the glass double doors. These signs measure approximately 9.75" high by 24" wide, 60" above grade, and would be removed upon installation of new tenant signage approved by your Board and the Department of Regional Planning (DRP).
- Space C.7.3 – Waterside Marina del Rey Corporate Logo
This vacant retail space contains one existing, vinyl graphic on a storefront glass panel consisting of the word "WATERSIDE" over the words "marina del rey", with the signature wave-like "W" in the background. This sign measures approximately 19.5" high by 48" wide, 68" above grade, and would be removed upon installation of new tenant signage approved by your Board and DRP.

Permanent Signs

The Applicant is requesting after-the-fact approval of existing permanent, self-adhesive, vinyl window graphics as follows:

- Space A.2 – Carlton Hair
This tenant has DCB-approved storefront and rear façade-mounted signage reading "CARLTON HAIR". Applicant is requesting approval of two signs reading "CARLTON HAIR", each mounted on the storefront glass panels flanking the double-door entrance. The signs each measure approximately 5.75" high by 28" wide, 65.5" above grade.

- Space A.5 – H.P. Swimwear
This tenant has DCB-approved front façade-mounted signage reading “H.P. Swimwear”. Applicant is requesting approval of two signs reading “H.P. Swimwear” with a logo above and below the name, each mounted on the storefront glass panels flanking the double-door entrance. The signs each measure approximately 11.75” high by 24” wide, 65.5” above grade.
- Space A.11 – Chipotle Mexican Grill
This tenant has DCB-approved façade-mounted signage reading “Chipotle” over the words “MEXICAN GRILL” along the frontage and “Chipotle” along the rear of the restaurant. Applicant is requesting approval of one sign reading “Chipotle” mounted on one of the glass double doors. The sign measures approximately 6.5” high by 21” wide, 51” above grade.
- Space A.12 – Universal Jewelers
This tenant has DCB-approved façade-mounted signage reading “Universal Jewelers” along the storefront and “Universal” over the word “Jewelers” at the rear of the property. Applicant is requesting approval of two business identification graphics reading “Universal Jewelers” over the hours of operation, one on each of the glass double doors. Each sign measures approximately 11.5” high by 20” wide, 56.5” above grade.
- Space A.13 – Chico’s
This tenant has DCB-approved façade-mounted signage reading “CHICO’S” along the storefront and rear of the property. Applicant is requesting approval of two signs reading “CHICO’S” over the tenant’s internet address, “WWW.CHICOS.COM”, mounted on each of the storefront glass panels flanking the double-door entrance. Each of the signs measure approximately 5.5” high by 22.5” wide, 23” above grade.
- Space B.1 – White House Black Market
This tenant has DCB-approved front and rear façade-mounted signage, as well as a blade sign along the storefront. The signs read “WHITE” over the word “HOUSE” and “BLACK” over the word “MARKET”. Applicant is requesting approval of four graphics reading “WHITE” over “HOUSE” and “BLACK” over “MARKET” over the tenant’s internet address, “whiteandblack.com”, each mounted on a storefront glass panel. The signs each measure approximately 8” high by 28” wide, 23” above grade.
- Space B.4 – Theodore
This tenant does not have any façade-mounted business identification signage. Applicant is requesting approval of four graphics reading “THEODORE” over the words “BEVERLY HILLS”, each mounted on a storefront glass panel. The signs each measure approximately 10” high by 21” wide, 72” above grade.

Tenant Identification Door Signage

At your June 2008 meeting, your Board recommended the Applicant be allowed to place one additional business identification sign per door, per tenant, with maximum dimensions

and a fixed location to be proposed by Applicant. In its submittal letter, but not in the Sign Program, Applicant has proposed not only door permanent vinyl graphic signs, but also the option of alternatively placing signage on the adjacent glass panels. The dimensions proposed by Applicant would range in size not to exceed 24.45" in width by 9.71" in height. Each sign would be located on the door at no more than 67" above grade for business names and no more than 12" from grade for business contact information at the bottom of the door.

Vacant Space Door Graphics

Applicant wishes to display the Waterside Marina del Rey corporate logo graphic on each of the double glass doors of vacant units without returning to the DCB each time, but has not included this signage in its proposed Sign Program. The signs would each consist of the word "WATERSIDE" over the words "marina del rey", with the signature wave-like "W" in the background. These signs would be removed once new tenant signage approved by your Board and DRP has been installed.

Freestanding Sign Holders

The Applicant is requesting approval to install throughout the center ten freestanding sign holders permanently affixed to the ground standing 70" tall with a sign face of 28" high by 22" wide. The purpose of these sign holders will be to increase awareness of store locations, center hours, center events, community events and specific retail offerings available within the shopping center. The Applicant requests approval to change signs within the holders without further DCB approval.

Advertising Kiosks

The Applicant has added a request to approve five existing and unapproved advertising kiosks, which have been in place since the redevelopment of Waterside Marina. The request consists of five oval sign display kiosks measuring 9'-4.5" inches in height by 4'-6" in diameter. The Applicant sells advertising space to corporations trying to reach Waterside customers, although outside advertising is not permitted within Marina del Rey. The Applicant will also be requesting approval of these kiosks with a variance from DRP.

STAFF REVIEW

Sign Program

The Applicant's proposed Sign Program is a revision of the one submitted in February 2005 but not approved. This Sign Program will function as the Applicant's guideline for tenant signage within the shopping center, including façade and window-mounted signs and blade signs. It covers acceptable sign treatments, prohibited sign types, primary identification signs, sign placement and lighting, hours of illumination, and fabrication criteria.

Generally, the Applicant's Sign Program is acceptable, as it essentially incorporates the sign elements already approved by your Board as implemented in various existing and already-approved tenant signs. However, staff recommends a few key revisions in order to clarify what may or may not be permitted. First, the "Submission and Review Process" section should clearly indicate approvals from the DCB and DRP are required before any

tenant identification or any other exterior signage may be installed. In addition, language should be included that more than one tenant identification façade sign (wall, door or glass panel) will require a variance from DRP, as only one business identification sign on a building façade is permitted by the *Revised Permanent Sign Controls and Regulations (Sign Controls)* and Section 22.52.790 of the Los Angeles County Code, Title 22, Zoning. Finally, all signage should be consistent with the *Sign Controls*.

Staff also recommends the incorporation of the temporary Waterside corporate logos (used on vacant storefronts) into the Sign Program, so they may be installed and removed at the Applicant's discretion without further approval from your Board. With respect to all window graphics, temporary or otherwise, staff recommends that only one window graphic for business identification purposes be allowed on either one door or one glass panel to be determined on a case-by-case basis and, further, that the graphic take up no greater than 25% of the panel upon which it is placed. This recognizes the need for additional business identification for pedestrian traffic but prevents visual clutter. Staff believes this one window-mounted business identification sign should be allowed even if a blade sign already exists.

Staff believes adoption of the Sign Program will help eliminate the frequent occurrences of after-the-fact sign approvals sought by the Applicant.

Additional Tenant Identification Signage

According to the *Sign Controls*, only one business identification sign is allowed per business per frontage; therefore, the addition of business identification signs other than what is allowed by the existing standards would be inconsistent with existing regulations. The Department, however, will support the vinyl window signage request so long as only one additional business identification sign on either one door or one glass panel is approved. Your Board's approval of this additional signage will require the Applicant to apply for a variance through DRP, according to Section 22.56.260 of the Los Angeles County Code, Title 22, Zoning.

Temporary Signs

The Department recommends allowing the temporary Waterside corporate logos on vacant tenant spaces provided signage is only on one door or one glass panel, and DRP approval is obtained.

Freestanding Signs

The freestanding signs proposed by the Applicant are not permitted by Los Angeles County Code. If approved, a variance from DRP would be required. The Department feels the freestanding signs are unnecessary, as sign kiosks already exist throughout the center that can serve the same purpose of increasing the awareness of store locations, center hours, center events, community events and specific retail offerings available within the shopping center. The Department will not support a variance for the freestanding signs.

Sign Kiosks

Our records do not indicate a prior DCB approval of these signs, which currently display off-site product advertisements. Currently, advertisements are allowed at Waterside for products sold at a store within the center and provided the store's name is included in the advertisement. The Department recommends that the kiosks be used to provide center hours, center events, community events and specific retail offerings available within the shopping center instead of the freestanding signs proposed.

The Department recommends the following for DCB #08-006, with the condition that the Applicant obtain further review and approval from the Department of Regional Planning:

1. **APPROVAL** of the Sign Program, provided it clearly states that signs must be approved by the Design Control Board and the Departments of Beaches and Harbor and Regional Planning PRIOR to installation and be consistent with the *Revised Permanent Sign Controls and Regulations* and Section 22.52.790 of the Los Angeles County Code, Title 22, Zoning, as well as that it is expanded to include temporary corporate graphics for vacant stores.
2. **APPROVAL** of the existing temporary corporate graphics for vacant stores, provided they are limited to one window (door or glass panel) only, and sized to take up no more than 25% of the window upon which they are mounted. Installation would not require further DCB approval;
3. **APPROVAL** of only one additional permanent window-mounted business identification sign per tenant, whether one door or one panel, limited to 25% of the window upon which the sign is mounted, no matter if a blade sign exists;
4. **DENIAL** of the freestanding signs; and
5. **APPROVAL** of the sign kiosks for use specifically for business hours, center event information and advertisement of products sold on-site, provided the name of the store selling the advertised product is included.

SHK:CM:ks



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April 16, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board

FROM: Santos H. Kreimann, Director

**SUBJECT: AGENDA ITEM 6A - PARCEL 50 – WATERSIDE MARINA DEL REY -
THE UPS STORE - DCB #09-004**

Item 6A on your agenda is a submittal from The UPS Store (Applicant), an existing retail tenant at Waterside Marina del Rey, 4716½ Admiralty Way. The Applicant has relocated to a new space within Waterside Marina del Rey, four stores away, and requests new signage along the front and rear facades.

Main Entrance

Facade Mounted Sign

The Applicant is proposing to move the existing sign, which reads "The UPS Store" in 15" reverse lit channel lettering, from the vacated retail space to the new space, all within Waterside Marina. A new 18" reverse front lit UPS logo will be added to the sign. The new sign will read "The UPS Store", measuring 10'-3" long by 1'-3" high, followed by the signature logo on the right, measuring 1'-3" long by 1'-6" high, and affixed to the wall above the awning, 15'-8" above grade.

The current existing channel letters are bronze color with white neon lighting for halo illumination. The UPS logo will have a white acrylic face with a four-color digital print overlaid in the standard UPS corporate colors (dark and light browns, gold and tan).

Blade Sign

A new double-face blade sign is proposed, measuring 30" long by 14" high at approximately 7'-6" from grade. The sign will be made out of 1" thick aluminum painted UPS Brown (PMS 476C). The sign will read "The" over "UPS Store" in 3½" high white lettering and corporate font. The 6" tall UPS logo will be located to the right of the name.

The mounting brackets will project 6" from the wall and will also be painted to match the corporate brown color. The sign will be placed over an existing landscaped area away from the public walking area and under an existing wall-mounted light fixture.

Rear Entrance

Façade Mounted Sign

The Applicant also proposes to install a new set of 15" reverse lit channel letters reading "The UPS Store" with an 18" front and reverse lit UPS logo to the right. The lettering will be 10'-3" long by 1'-3" high and the logo will be 1'-3" long by 1'-6" high. The overall sign length will be 12' and placed 12' above grade.

The letters will have aluminum faces painted in the corporate brown color (PMS 476C). The letters will contain white neon lighting for rear lit halo illumination. The logo will have a white acrylic face with a four-color digital print overlaid in the standard corporate colors.

Lighting & Business Hours

The proposed signage at the main entrance will be illuminated from dusk until midnight. The proposed hours of operation for The UPS Store will be from 10 a.m. to 7 p.m. Monday through Thursday, 10 a.m. to 8 p.m. Friday and Saturday and 11 a.m. to 6 p.m. on Sunday, consistent with center-wide hours.

The proposed signage at the service entrance facing Lincoln Boulevard will be illuminated from dusk until dawn nightly.

STAFF REVIEW

Staff recommends approval of the proposed signs, which meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and *Revised Permanent Sign Controls and Regulations*. The signage is consistent with the overall design and quality of signs throughout the Waterside Marina de Rey development.

The Department recommends **APPROVAL** of DCB #09-004 with the following conditions:

- 1) Applicant obtain further review and approval from the Department of Regional Planning, and
- 2) Signs shall be lit according to existing center-wide lighting hours, from dusk until 11:30 p.m., or one hour after closing of last restaurant, whichever is earlier.

SHK:CM:ks



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April 16, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board

FROM: Santos H. Kreimann, Director

**SUBJECT: AGENDA ITEM 6B - PARCEL 50 – WATERSIDE MARINA DEL REY -
MEDICI OPTOMETRY - DCB #09-005**

Item 6B on your agenda is a submittal from Medici Optometry (Applicant), a new retail tenant at Waterside Marina del Rey, 4718 Admiralty Way. The Applicant is requesting new signage along the front and rear facades of its retail space at Waterside Marina del Rey.

Main Entrance

Façade Mounted Sign

The Applicant is proposing to install on top of the awning reversed channel LED illuminated lettering for the space formerly called Maison d'Optique. The new signage will read "Medici" on the upper right hand corner above the word "OPTOMETRY". The word "Medici" will be 1/4" thick acrylic push thru letters in bold Arial font, made of burgundy translucent vinyl to match PMS-188c, and will measure 3 1/2" high by 2'-1" long. The word "OPTOMETRY" will be .090 routed aluminum in bold Times Roman font, painted burgundy (PMS-188c), and measuring 11 3/4" high by 9' long. The lettering will have a 1/8" thick routed aluminum back painted beige to match the color of the existing sign back and will measure 1'-3 3/4" high by 9' long. The overall sign will be approximately 1'-8" high by 9' long and will be placed 11' above grade.

Blade Sign

A new double-face blade sign is proposed, measuring 1'-6" high by 2'-6" long at approximately 7'-6" from grade. The sign will have a .090 aluminum face painted burgundy to match PMS-188c. The sign will read "Medici" on the upper right hand corner over the word "OPTOMETRY". The word "Medici" will be 1" high lettering in bold Arial font over "OPTOMETRY" in 3" high lettering in bold Times Roman font, both in 1/4" thick acrylic pushed thru letters with translucent beige vinyl.

The existing blade sign mounting bracket projects out approximately 2'-9" from the façade and is placed above a potted planting area.

Rear Entrance

Façade Mounted Sign

The Applicant also proposes to install a new set of reversed channel LED illuminated letters made of routed .090 aluminum and painted burgundy to match PMS-188c. The sign will be mounted to the rear façade and will read "Medici" on the upper right hand corner over the word "OPTOMETRY". The word "Medici" will be 5" high by 2'-6³/₄" long in bold Arial font and the word "OPTOMETRY" will be 1'-4" high by 11'-7" long in bold Times Roman font. The overall sign dimension will be 1'-9" high by 11'-7" long and will be placed at approximately 12' from grade.

Lighting & Business Hours

The proposed signage at the main entrance will be illuminated from dusk until midnight. The proposed hours of operation for Medici Optometry will be from 10 a.m. to 7 p.m. Monday through Thursday, 10 a.m. to 8 p.m. Friday and Saturday and 11 a.m. to 6 p.m. on Sunday, consistent with center-wide hours of operation.

The proposed signage at the service entrance facing Lincoln Boulevard will be illuminated from dusk until dawn nightly.

STAFF REVIEW

Staff recommends approval of the proposed new signs, which meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and *Revised Permanent Sign Controls and Regulations*. The project is also consistent with the overall design of the Waterside Marina del Rey development.

The Department recommends APPROVAL of DCB #09-005 with the following conditions:

- 1) Applicant obtain further review and approval from the Department of Regional Planning, and**
- 2) Signs shall be lit according to existing center-wide lighting hours, from dusk until 11:30 p.m., or one hour after closing of last restaurant, whichever is earlier.**

SHK:CM:ks



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April 16, 2009



TO: Design Control Board

FROM: Santos H. Kreimann, Director

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

SUBJECT: AGENDA ITEM 6C - PARCEL 50 – WATERSIDE MARINA DEL REY - CHARLA'S PLACE - DCB #09-006

Item 6C on your agenda is a submittal from Charla's Place (Applicant), a new temporary retail tenant at Waterside Marina del Rey, 4700 Admiralty Way. The Applicant is requesting after-the-fact approval for temporary signage along the front of the retail space.

Facade Mounted Sign

The Applicant is a temporary tenant (through December 31, 2009) at Waterside Marina del Rey, with the option to become a permanent tenant thereafter. The Applicant has installed, without DCB approval, a set of non-illuminated letters in ½" thick flat cut Sintra material, painted 1 Shot Light Magenta and mounted with VHB tape and engineer grade silicone. The sign reads "Charla's Place" in Edwardian Script font, measuring 1'-6" high by 9' long along the storefront and located 12' above grade level. No rear signage or illumination is proposed for this sign.

STAFF REVIEW

The after-the-fact sign does not meet Waterside's sign standards, as it is of lower quality material and design. The Applicant, however, is only presently committed to being on-site temporarily during this slow-paced economy, with the possibility of becoming a permanent tenant in the future.

Staff recommends after-the-fact approval of the sign until December 31, 2009, provided that any signage beyond December 31, 2009 receives advance approval from your Board and is installed in January 2010. The temporary sign meets the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and *Revised Permanent Sign Controls and Regulations*, although not consistent with the overall design of the Waterside Marina del Rey development.

The Department recommends **APPROVAL** of DCB #09-006 through December 31, 2009, with the conditions that Applicant obtain further review and approval from the Department of Regional Planning (DRP) and prior review and approval of signage beyond December 31, 2009 by the Department, your Board and the DRP occur, with installation in January 2010.

SHK:CM:ks



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April 16, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board
FROM: *Kerry Silverstrom for*
Santos H. Kreimann, Director

SUBJECT: AGENDA ITEM 6D - PARCEL 56 - FISHERMAN'S VILLAGE - CATALINA FLYER - DCB #09-007

Item 6D on your agenda is a submittal from the Catalina-Marina del Rey Flyer (Applicant), a tenant at Fisherman's Village, located at 13763 Fiji Way. The Applicant is requesting to replace lettering on an existing gate sign previously approved by your Board on May 20, 2004 (DCB #04-010-B).

Gate Sign

The Applicant is proposing to change the lettering on an existing gate sign on the waterfront promenade, which leads to the dock where passengers board the Catalina-Marina del Rey Flyer. The current sign is a baked white aluminum panel 1/16" thick, 24" high by 75 1/4" long, and is bolted with aluminum fasteners to a fabricated aluminum frame installed into the interior of the chain link fence poles. The sign currently reads "CATALINA-" over "MARINA DEL REY" over "FLYER" in Navy Blue vinyl lettering in Euro font. The Applicant plans to change the sign with four new lettering lines, which includes contact information, all in Euro font and premium exterior vinyl as follows:

- "CATALINA -" - 5" high by 40" long in Light Navy Blue color
- "MARINA DEL REY" - 5" high by 66" long in Light Navy Blue color
- "FLYER" - 5" high by 22 1/2" long in Light Navy Blue color
- "310 305 7250" - 2" high by 26 1/2" long in Red color
- "CatalinaFerries.com" - 2" high by 33 1/2" long in Light Navy Blue color

STAFF REVIEW

Staff recommends approval of the proposed modifications, which meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and *Revised Permanent Sign Controls and Regulations*.

The Department recommends APPROVAL of DCB #09-007

SHK:CM:ks



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April 16, 2009



TO: Design Control Board

FROM: Santos H. Kreimann, Director

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

**SUBJECT: AGENDA ITEM 6E - MARINA DEL REY MOLE ROAD SIGNS
AND CURB LABELS - DCB #09-008**

Item 6E on your agenda is a proposed addendum to your Board's approved (04-018-D) Marina Identity and Wayfinding Signage program. The proposed addendum will allow for the placement of residential leasehold and basin identification on the existing mole road and Fiji Way signs, and the placement of addresses on all curbs.

During the October 23, 2008 Design Control Board (DCB) meeting, your Board asked staff to review impacts to mole road information signage in connection with changes to the Marquesas Way mole road sign requested by an applicant. Specifically, that applicant wanted to add the names of all the facilities located on Marquesas Way to that mole road sign. Currently, mole road signs provide only information pertaining to public amenities available along each mole, such as parking, sailing or swimming.

Staff returned on November 13, 2008 with the requested report. Your Board expressed concerns about sign dimensions, consistency, visibility and basin identification. In response, the Department has conducted a survey of the existing leaseholds along the mole roads in the Marina to determine if these leaseholds could be listed on their particular mole road signs. The survey indicates that the public would best be served if only residential facility and basin identification were added to the signs, as individuals looking for either a residential facility or an anchorage in a particular basin would be those most helped with additional text. Also, if the signs become too cluttered by adding all leaseholds, the ability to decipher the signs while in a vehicle is reduced. With only residential and basin information to be added, the identification addition process could be easily accomplished if the amenity icons on some mole signs were rearranged to accommodate text. In addition, to further assist the public (and emergency services) in finding street number destinations, the Department proposes to add address labels to all the curbs in the Marina.

Existing Conditions

Mole Road Signage

Dimensions

The current overall mole road sign dimensions are 3'-6" wide by 10'-11" high (Exhibit 1). The sign panel is constructed of 0.125" thick painted aluminum with reflective vinyl

graphics and lettering and is mounted directly to a flat backing plate. The main body of the sign stands 9'-0" above grade. Graphics vary by sign, but all consist of street name lettering (5" and 9") in two places, a 27" circular street icon, an associated large background icon, and two street icon-matching color strips (1" and 7.5"). In addition, all but one mole sign contain one or more various 12" circular universal amenity icons.

Colors

The main sign panel on all is painted PMS-293 blue. The 5" and 9" street name lettering is reflective white and PMS-124 yellow, respectively, in Futura Medium font. The 27" street icons are in varying two-color combinations of PMS-293 blue, PMS-2985 blue, PMS-124 yellow, PMS-3145 green and PMS-382 green. The two color strips match their street icon's primary color. The large background icon is PMS-285 blue, and the universal amenity icons are reflective white and PMS Process Blue.

Mounting

All signs are screwed directly into a backing plate, which is c-clamp and bolt mounted to the main support structure.

Curbs

The curbs in the Marina consist of 9" high poured concrete. They are currently unmarked, except for fire lane designation.

Proposed Conditions

Mole Road Signage

The proposed mole sign portion of the addendum consists of simply adding text to the existing signs to identify the residential facilities and basins accessible on each mole road; the signs will not be re-sized or re-colored in any way. In three cases (Fiji Way, Palawan Way, Panay Way), this will require moving the amenity icons from a vertical to a horizontal arrangement (Exhibit 2). The facility text will be 3" high (length varying) reflective white vinyl lettering in matching Futura font. It will start just above the main information section midpoint and continue downward, with the facilities listed in the order in which someone driving down the mole road would encounter them.

The basin text will be 5" high reflective in either white vinyl lettering (Fiji Way, Mindanao Way, Panay Way, Marquesas Way) or PMS-293 blue vinyl lettering (Bali Way, Palawan Way, Tahiti Way) in matching Futura font. The blue lettering on Bali Way, Palawan Way and Tahiti Way will allow these signs to remain consistent with the color scheme used on the corresponding existing wayfinding and parking lot entry signs. The basin text will be centered in the lower 7.5" color strip and will identify the basins found on either side of the mole road.

Modifications to the mole road signs will be made only when a lessee of a mole road residential facility both requests and funds the sign changes. In those cases, all of the residential facility names on that mole will be included on the sign. Residential leaseholds wholly or partially fronting a primary road (Admiralty Way or Via Marina) will not be listed on a mole road sign, as those facilities currently already have clearly visible identification signage along the primary road (see Exhibit 3). The Department will place the basin identification text on each mole road sign as funding becomes available or when a lessee requests the sign change, whichever occurs first.

The details for each modified mole road sign are listed below (see Exhibit 4).

Fiji Way

Existing Icons: Sheriff, boat launching, boating, fishing in a vertical arrangement

Possible Text Additions: Villa Venetia

Possible Icon Change: Rearrange into two horizontal rows to accommodate new text

Basin Identification Addition: "Basin H"

Mindanao Way

Existing Icons: Parking, picnic, sailing, fishing

Possible Text Additions: None

Possible Icon Change: None

Basin Identification Addition: "H Basin G"

Bali Way

Existing Icon: Parking

Possible Text Additions: None

Possible Icon Change: None

Basin Identification Addition: "G Basin F"

Palawan Way

Existing Icons: Parking, swimming in a vertical arrangement

Possible Text Additions: Mariners Bay

Possible Icon Change: Rearrange into horizontal row to accommodate new text

Basin Identification Addition: "E Basin D"

Panay Way

Existing Icons: Parking, swimming in a vertical arrangement

Possible Text Additions: Monte Carlo, Capri, St. Tropez, Dolphin

Possible Icon Change: Rearrange into horizontal row to accommodate new text

Basin Identification Addition: "D Basin C"

Marquesas Way

Existing Icons: Parking

Possible Text Additions: Esprit, Villa Del Mar

Possible Icon Change: None
Basin Identification Addition: "C Basin B"

Tahiti Way

Existing Icons: None
Possible Text Additions: Marina Harbor, Bay Club, Tahiti
Possible Icon Change: None
Basin Identification Addition: "B Basin A"

Curbs

In January 2005 (04-018-A), your Board approved the Department's use of a three-color curb treatment for all Marina curbs. The treatment consisted of a blue address on a yellow background, flanked on either side by icons corresponding with the identity and wayfinding signage. The address labels were designed to assist the public and emergency services in finding street number destinations. However, due to budget constraints, the curb treatment was never applied.

As part of the Marina Identity and Wayfinding Signage program addendum proposed here, the Department is re-proposing the use of such address labels, but only in the form of blue lettering on a white background. In addition to being more easily readable and cost-effective, the basic blue-on-white labels have proven to better withstand environmental conditions, as evidenced by the test labels applied on Panay Way for your Board's consideration in December 2005 (see Exhibit 5).

The proposed curb labels will consist of non-reflective painted 3.5" high blue (PMS-293) numbers, in matching Futura font, on an 8" high reflective white background (length of both numbers and background will vary). The blue is consistent with the blue used on the mole road signs and on existing identity and wayfinding signage. Labels will be placed adjacent to facility main entrances and at other logical points, where no entry exists along a particular stretch (see Exhibit 6). Labels will consist primarily of a single address, but some will display an address range, where densities are higher and individual facility or building labels are not practical.

Staff Review

The proposed addendum to the Identity and Wayfinding Signage program addresses the Board's concerns raised at the November 13, 2008 meeting, including sign dimensions, consistency, visibility and basin identification. It will better serve the public by allowing for the addition of residential facility and basin identification to the existing mole road and Fiji Way signs without the need for re-sizing them, and will allow easier location of street number destinations. The mole signs and curb labels will all remain consistent in overall color scheme and design, while matching the currently approved Identity and Wayfinding Signage program. Lastly, as the mole sign dimensions are not

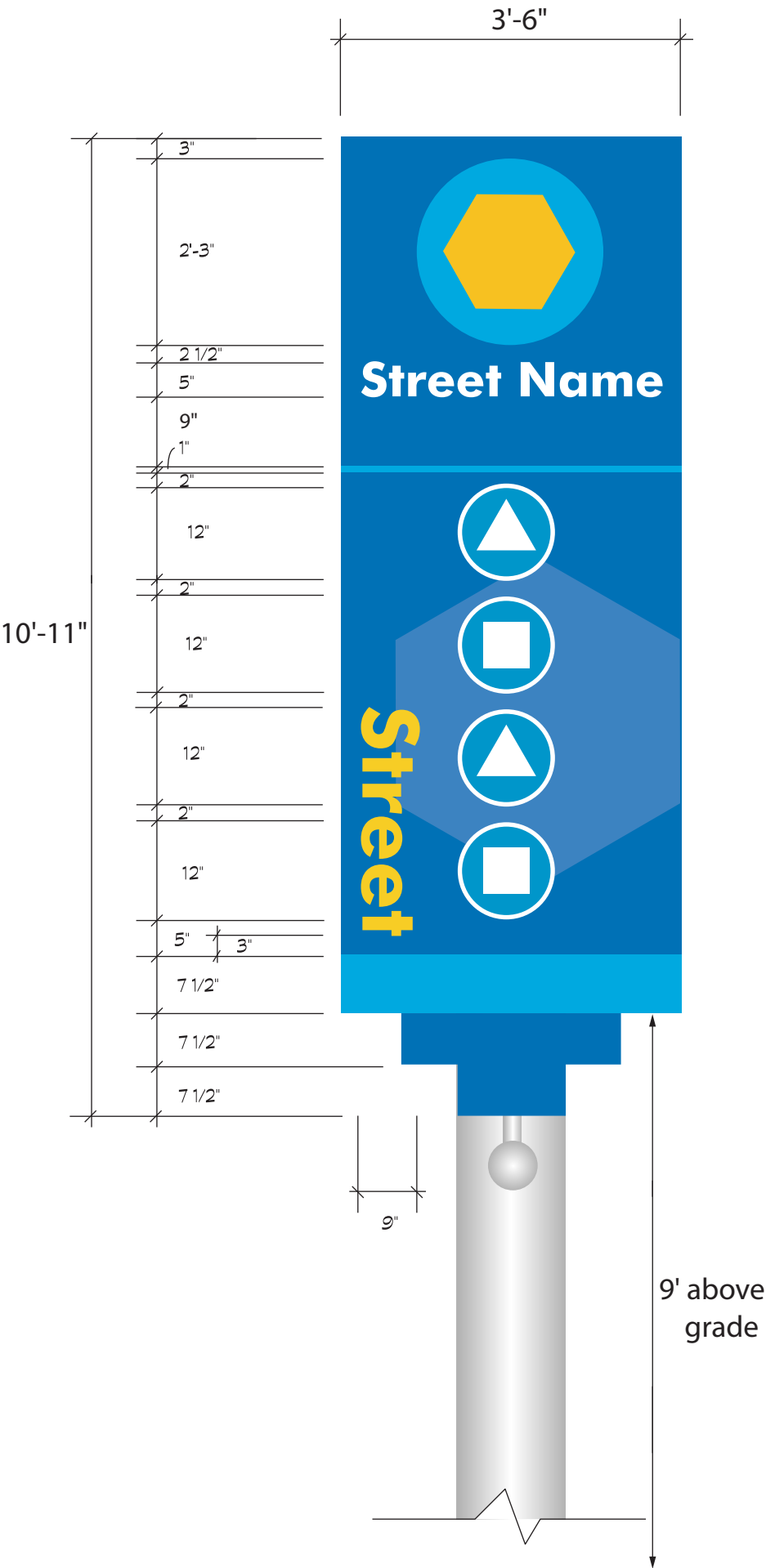
Design Control Board
April 16, 2009
Item 6E
Page 5

changing, there will be no impact to motorist visibility. As proposed, the signage addendum is consistent with the *Revised Permanent Sign Controls and Regulations* and the *Minimum Standards of Architectural Treatment and Construction*.

The Department recommends APPROVAL of DCB #09-008 as submitted.

SHK:CM:ks
Attachments (6)

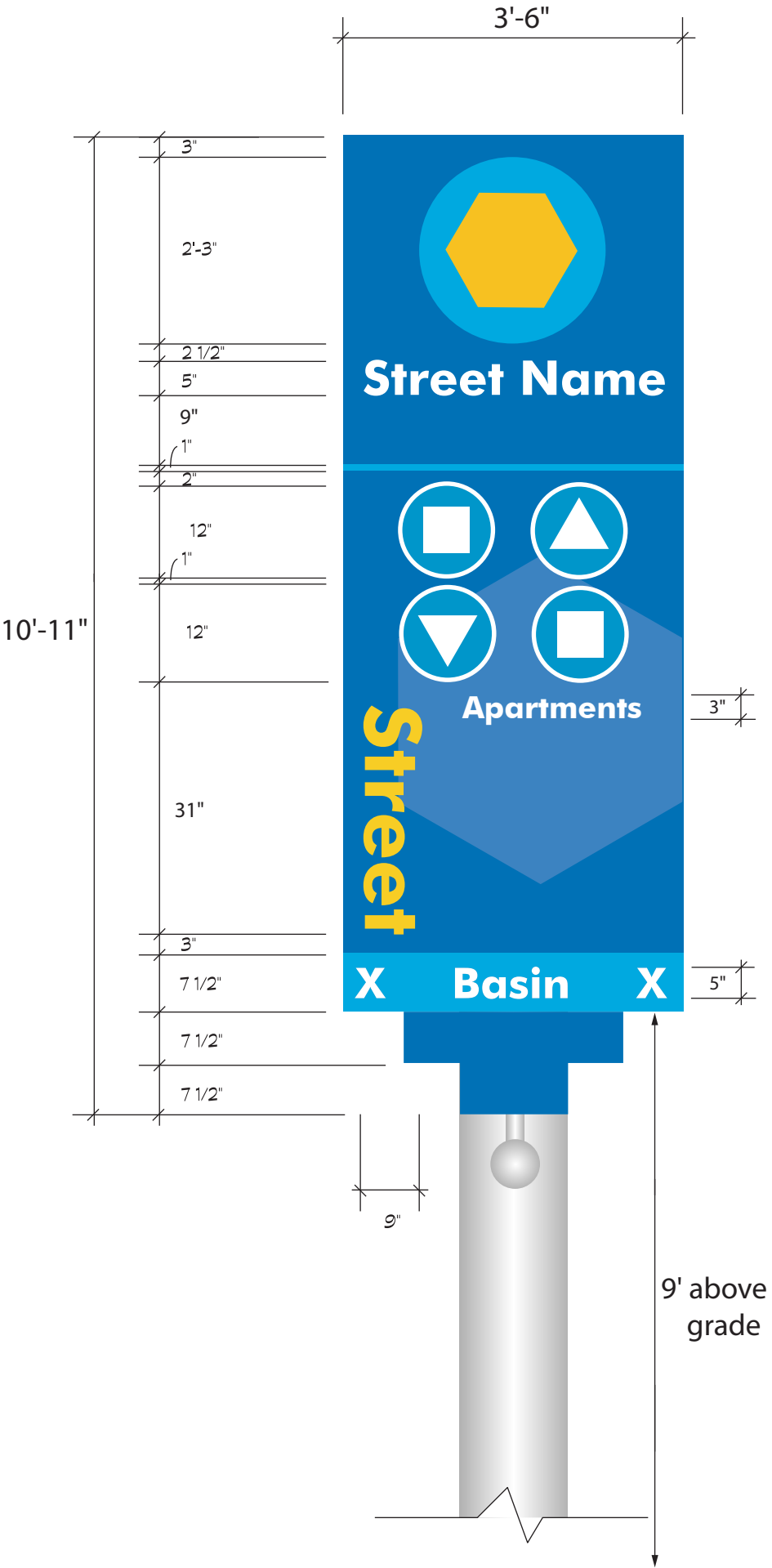
Identity Signage Addendum
Typical Mole Sign
(Existing)



Identity Signage Addendum

Typical Mole Sign

(Proposed)



Identity Signage Addendum
Existing Primary Road Signage



Identity Signage Addendum
Mole Sign Modification
(Proposed)



PMS 293



PMS 124



PMS 3145



PMS 382



PMS 2985



PMS 285



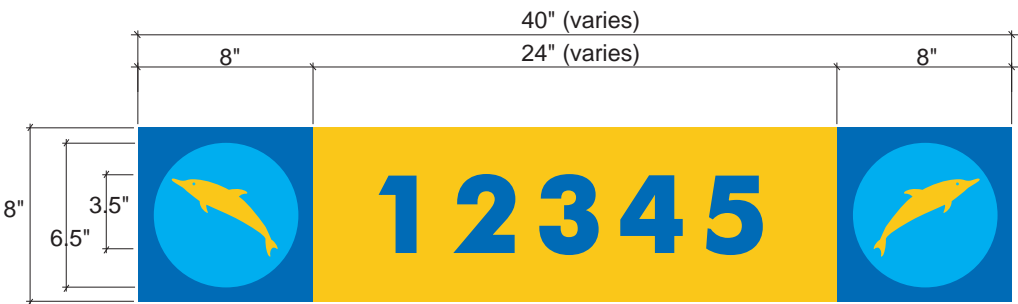
PMS
Process Blue



Identity Signage Addendum

Curb Treatment

Approved Label Design
(Jan 2005)



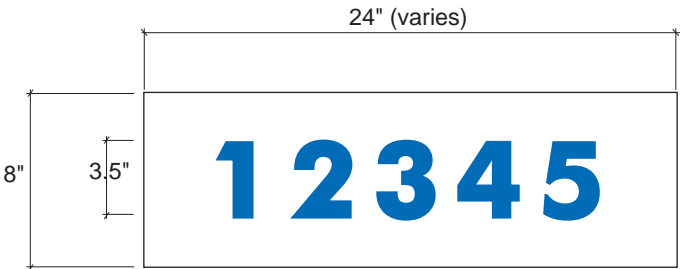
Test Label, 3-color
(installed Dec 2005)



Test Label, Blue
(installed Dec 2005)



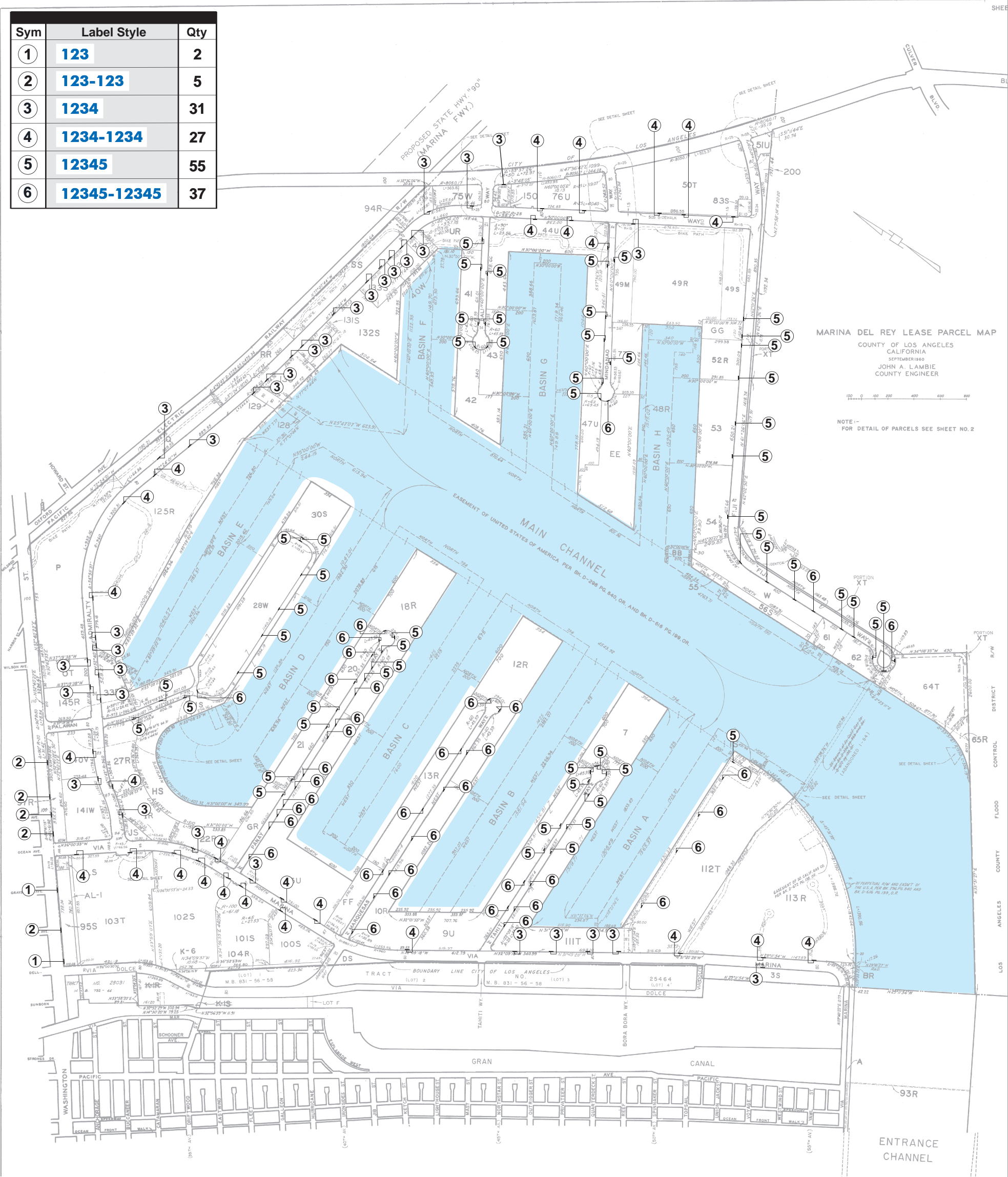
Proposed Label Design



Identity Signage Addendum

Curb Label Styles and Locations

Sym	Label Style	Qty
1	123	2
2	123-123	5
3	1234	31
4	1234-1234	27
5	12345	55
6	12345-12345	37





To enrich lives through effective and caring service



Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

April 16, 2009

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: **AGENDA ITEM 7A - TEMPORARY PERMITS ISSUED BY THE DEPARTMENT**

Item 7A on your agenda provides us an opportunity to advise your Board of permits issued by the Department for temporary banners, signs and canopies. Since our last report, the Department issued the following:

TP #09-005 Temporary permit for two banners at Chace Park announcing "Dream Team Photo Workshops". The banners have been permitted for April 24 and 25, 2009, May 16 and 17, 2009, and July 11 and 12, 2009.

A copy of the permit is attached.

SHK:CM:ks

Attachment



To enrich lives through effective and caring service



April 6, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

Ms. Elizabeth Etienne
578 Washington Blvd.
Marina del Rey, CA 90292

**TEMPORARY BANNERS AT CHACE PARK
(TP 09-005)**

Dear Ms. Etienne:

By means of this letter and the appropriate concurrence from the Community & Marketing Services Division, you are permitted to place two temporary banners at the entrance of the Community Room at Burton W. Chace Park. The banners shall be constructed as follows:

- Two 3-foot by 5-foot blue canvas banner with 9-inch black and red lettering stating "Dream Team Photo Workshops" and various photographs. The banners will be free standing.

The banners are permitted only on April 24 and 25, 2009, May 16 and 17, 2009, and July 11 and 12, 2009. The banner must be removed by nightfall each day. Failure to remove the banner by this time will result in its removal and storage by the County of Los Angeles at your expense. Should you have any further questions or requests, please contact Angelica Gunderson at 310-305-9595.

Very truly yours,

SANTOS H. KREIMANN, DIRECTOR

Charlotte Miyamoto, Chief
Planning Division

SHK:CM:CE

cc: Wayne Schumaker
Jason Rechlecki
Josh Bermudez
Mark Spiro
Lynn Atkinson
Angelica Gunderson



To enrich lives through effective and caring service

April 16, 2009



Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board
FROM: Santos H. Kreimann, Director

SUBJECT: ITEM 7B - ONGOING ACTIVITIES REPORT

BOARD OF SUPERVISORS ACTIONS ON ITEMS RELATING TO MARINA DEL REY

At its March 24, 2009 meeting, the Board of Supervisors approved a lease amendment allowing additional time for the Esprit II project (585 residential units, including 47 very low income senior units, and a 225-slip marina) to be constructed on Parcel 15 (formerly Bar Harbor) in consideration of, notably, the lessee's payment of \$1,000,000, to be paid in four equal annual installments of \$250,000 each; an increase in the monthly minimum rent from \$34,606 to \$52,500; termination of both the abatement of monthly minimum rent during the construction period and the deferral of percentage rent; and elimination of the possible earnback of up to 50% of the extension fee.

At its March 31, 2009 meeting, the Board approved the transfer of \$1.5 million out of the Marina Accumulative Capital Outlay (ACO) Fund to the Department of Public Works' Marina del Rey Water System ACO Fund to finance a portion of the construction costs of the Marina del Rey Waterline Replacement project.

REGIONAL PLANNING COMMISSION'S CALENDAR

There are no Marina del Rey matters scheduled for consideration by the Regional Planning Commission.

LOCAL COASTAL PROGRAM PERIODIC REVIEW UPDATE

Consistent with the last several months' update, the County has not yet formally received the Marina del Rey Local Coastal Program Periodic Review findings and recommendations as approved by the California Coastal Commission on October 16, 2008. Also as previously reported, working groups formed to encourage public participation in preparing a County response are scheduled to present their recommendations to the Regional Planning Department at a public meeting on May 13, 2009 at the Marina del Rey Hotel, from 7:00 p.m. to 8:30 p.m.

SMALL CRAFT HARBOR COMMISSION MINUTES

The Small Craft Harbor Commission meeting minutes for the March 11, 2009 meeting are attached.

MARINA DESIGN GUIDELINES UPDATE

A meeting with your Board's subcommittee to go over the mole road street tree section is being set up, after which the final draft Design Guidelines will be presented to your Board for approval.

REDEVELOPMENT PROJECT STATUS REPORT

Attached is a copy of the project status report providing details and the current status of projects in the redevelopment process in the Marina. Copies of this report are also available at the Lloyd Taber-Marina del Rey Public Library and on the Department's website (marinadelrey.lacounty.gov).

SHK:CM:ks
Attachments (2)

SMALL CRAFT HARBOR COMMISSION MINUTES

MARCH 11, 2009

‘SPECIAL EVENING MEETING’

Commissioners: Russ Lesser, Chairman; Vanessa Delgado, MPA, Vice-Chairman; Dennis Alfieri, Commissioner; Albert Landini, Ed.D. (Excused absence); Albert DeBlanc, Jr. Esq. (Excused absence)

Department of Beaches and Harbors: Santos Kreimann, Director; Paul Wong, Asset Management Division Chief; Dusty Crane, Community and Marketing Service Division Chief

County: Thomas Faughnan, Principal Deputy County Counsel; Michael Tripp, Principal Planner Special Projects.

Guest: Ron M. Noble, Noble Consultants; Allan Kotin, Allan D. Kotin and Associates

Call to Order and Pledge of Allegiance: Chairman Lesser called the meeting to order at 6:26 pm, followed by the pledge of allegiance.

Approval of Minutes: Chairman Lesser asked for a motion to approve the February 11, 2009 minutes. Vice-Chairman Delgado moved and Commissioner Alfieri seconded. The motion was unanimously approved.

Item 3 - Regular Reports:

Santos Kreimann suggested the Crime Statistics and Seaworthy Liveaboard Reports be received and filed. The Chair agreed.

John Hodenbu commented on the proliferation of illegal liveaboards in the Marina.

Santos Kreimann said he will follow-up with the Sheriff's Department and asked the community to contact Beaches and Harbors on any known illegal liveaboards.

Dusty Crane reported on the Yvonne B. Burke Park Dedication Ceremony, yacht clubs' opening day ceremonies, Marina del Rey Outdoor Adventures program, Fisherman's Village Weekend Concerts and Beach Events.

Item 5a – Approval of Concession License Agreement – Burton Chase Park:

Paul Wong reported on the Request for Proposals (RFP) for concessionaires to operate at various beaches and in the Burton Chace Park, Marina del Rey. He said only one proposal was received and it was from the current operator, Café Petra. The new license will be effective on June 1, 2009. Minimum rent was set at \$5,600 or 75% of the current rent. The initial proposed rent offered by Café Petra was \$7,100 per year and the concessionaire will be fully responsible for all maintenance and repairs.

Chairman Lesser asked for a motion to approve the award of Chace Park license to Café Petra. Vice-Chairman Delgado moved and Commissioner Alfieri seconded. The motion was unanimously approved.

Item 5b – Approval of Amendment No. 1 to Amended and Restated Lease No. 74729 – Parcel 15U (Esprit II) – Marina del Rey

Santos Kreimann reported that Amendment No. 1 to Amended and Restated Lease No. 74729 called for the Esprit II LLC to demolish all existing improvements (288 apartments and 215 slips) and construct 585 new apartment units, including 47 low-income senior units, and a new 225 slip marina, which was to be completed by June 30, 2009. He stated due to the state of the economy it is impractical for the Lessee to arrange for financing and commence construction at this time. In the new amendment the Lessee has until June 30, 2013, with possible extension under certain qualifying circumstances, to complete construction. Lessee has agreed

to pay a fee of \$1,000,000 in four equal installments, increase the annual minimum rent from \$415, 272 to \$630,000, and other conditions as outline in the report.

David Barish said the County should take back the lease, requested to review the Financial Analysis for this project and commented that he feels this project is shameful.

Santos Kreimann said there were options available. The County can wait until the lease comes to term and take back the leasehold or to negotiation to extend the option and let the lessee proceed with construction now and the latter is a better option for the County.

Allan Kotin informed the commission that he did not have any documents with him at the time, but was willing to discuss the financial analysis.

Santos Kreimann said the financial analysis can be made public after the Board of Supervisors hears the matter.

Vice-Chairman Delgado asked for clarification if it was correct that there were only two scenarios available to the County.

Thomas Faughnan replied they were corrected and that the sole remedy for the County under the lease is reversion to the original term.

Carla Andrus said the lease should revert back to the original lease. She disagreed with reasons why construction has not started and stated her views on the matter.

Nancy Marino asked why the lease was not being reverted back to its original lease, commented this was negotiated in secret, and said the County should reconsider this and revert back to the original lease.

Chairman Lesser asked that Thomas Faughnan explain how contracts are negotiated and when they become public.

Thomas Faughnan said there is a process for negotiating leases and lease amendments in private in order to preserve the County's negotiation positions. The department and the County's Real Estate Negotiators receive directions from the Board in closed session. When a deal is completed the lease document is brought to the Commission for review and recommendation. It is then placed on the Board of Supervisor's agenda for consideration in open session.

Chairman Lesser asked Allan Kotin to explain the amount of money expected in a course of thirteen years and ask if he thinks the County would get more revenue if they negotiate this amendment verses reverting to the original lease.

Allan Kotin said the County would receive a minimum of three million dollars or possibly five to six million dollars over the next four years from the amendment. That includes the one million dollars payment, elimination of abatement of rent during construction, and an increase in the minimum rent.

John Nahhas said there should be public input, performance evaluations, grades and information on the developer's performance.

William Vreszk said he opposes the extension. He has a concern about the adequacy of the project's environmental impact report.

Thomas Faughnan replied that the amendment relates to economic terms. There are no different environmental impacts compared to when the projects were originally reviewed by Regional Planning.

Vice-Chairman Delgado asked when reviewing the traffic cumulative impacts and conditions does the EIR need to be updated.

Thomas Faughnan said if the developer was seeking a re-approval or approval of new entitlements then that may be the case. But we are not approving entitlements which they already have. We are just looking at economic changes in the business deal.

Helen Garrett said she does not care if it's built, but if it is does then the developer has to comply with the mellow act and provide 15% affordable housing.

Thomas Faughnan said the County's new Affordable Housing Policy is only applicable to projects that receive their entitlements after the effective date of the policy.

Commissioner Alfieri asked if there was an affordability element in the previous project Esprit I.

Thomas Faughnan stated yes each project has an affordable housing component.

Dorothy Franklin was concerned about this being extended over a period of time, quite glad to have an economist at the meeting, and asked where the money is going. She wants a master plan for Marina to show the projections, height, and density.

Chairman Lesser stated it would go to the County general fund. He also said the master plan has been discussed and the marina needs a lot of redevelopment, which is included on the master plan agenda.

Santos Kreimann said the marina does have a master plan called the Local Coastal Plan (LCP), which was prepared in 1996. It identifies entitlements to develop certain parcels in Marina del Rey and in relative terms to the general plan it is an updated document. He said Phase II part of the development plan was moving through the process, but the terms of the development and entitlement rights in Marina del Rey are no where near what we are entitled to. He stated the documents are on the website, at the meeting and that Regional Planning updates the community on development. He said due to the financial crisis it may take a little longer, but it's not in the best interest of the county to stop all development. The biggest concern is that they will miss the next business cycle, have no entitlements and won't be able to take advantage of that. Lastly, he said Marina del Rey is a 40-50 year old asset which needs to be revitalized and move forward.

Vice-Chairman Delgado asked if labor was the highest cost for this project, what the proposed scheduled will be until 2013, is the developer waiting for financing to submit plans, and the reason for not supporting reverting back to the original lease terms.

Santos Kreimann said the general idea is for a completion date of 2013 once the developer has secured the financing, which can be tolled if financing is not available. Meanwhile, the lessee does have to continue pursuing building permits. Lastly, he said he believed the asset has to be redeveloped, the marina and anchorage are in poor shapes, and an amendment is in the best interest of the county.

Commissioner Alfieri asked if the quarter of a million dollars can only be received once approval is made by the Board of Supervisors. He stated that money should be used for the marina instead of going to the general fund.

Santos Kreimann confirmed the funds will only be received after the board makes the approval. He said Supervisor Knabe was successful in proposing that revenues from Parcel 47 be retained for redevelopment of that particular anchorage and in today's budgetary realities thinks it is difficult to earmark these revenues for marina related issues. The funds have always gone to the general funds and the Board of Supervisors will decide during the budget process where that money is best spent.

Chairman Lesser asked for a motion to approve the Amendment. Vice-Chairman Delgado moved to approve and Commissioner Alfieri seconded. The motion was unanimously approved.

Item 5c – Marina del Rey Slip Sizing Study and Slip Vacancy & Pricing Study

A power point presentation on Slip Sizing Study was made by Ron M. Noble of Noble Consultants, Inc. followed by a presentation of Slip Vacancy and Pricing Study by Allan Kotin of Allan D. Kotin and Associates (handouts of both presentations were distributed at the meeting).

Santos Kreimann reported on what the study consisted of and how the findings would be used to review plans to renovate and replace the aging anchorages in Marina del Rey. Ron Noble would cover the engineering aspects, trend analysis and projections. Allan Kotin would be responsible for the slip pricing and vacancy study.

Glen Thorpe thanked the Commission for having independent consultants conduct the studies.

Jeff Barnett said he recently purchased a larger boat and it was extremely difficult to find a slip. He said larger boats should have equal space and rights and not be overlooked during dock upgrades.

Mark Hunziker commends the study, mentioned the economic meltdown, and could not believe the County is not addressing the shakedown. He said he has been affected and the community is in trouble as all incomes are tied together. He said the County has to get real with the statistics.

Louis Scaduto said the pricing projections for 2009 are exceedingly optimistic. He asked what prices boaters are actually paying and stated that small boaters are alive and well.

Nancy Marino wanted to know will the studies be available online. She said all of this data is tremendously skewed by omission of Esprit I from the data sets; there is nothing in the slip recommendation about the pitch fork or double wide slips and that the market is in demand for all sizes of slips.

Santos Kreimann said the power points will be available on line.

Greg Schem commented that this is a good direction for the marina for years to come; good to have facts and figures. He said in the Noble study the double slips may be overstated; suggested consider including a bullet point to require substantial compliance with DBAW, not strict adherence. He and asked Allan Kotin if the time used in the study (July of each year) not overstate the small boat occupancies because winter time has more vacancies, as most are removed from usage and off the water.

Allan Kotin replied the report did understate the vacancies. Had he done what Greg Schem suggested the vacancies would have been even greater, however, he did not have good enough data for off season vacancies.

Donald Klein commented on statements made by Chairman Lesser that the County should not subsidize the boaters. He commented on the statement made by Allan Kotin and said that the age of the marina beyond its useful life and has not seen any published or statistical data. The deferred maintenance was supposed to be paid by Goldrich & Kest to replace all of their docks and asked are the rates of the slips dependant upon what the Lessees need to charge to upgrade their docks. Lastly, he said he had a boat slip in the San Francisco and San Diego area he was paying \$270 for a 40' foot slip and its \$560 here and those rates should be included.

Chairman Lesser said he does not agree that residents of the Los Angeles County should subsidize boat owners. He said they should pay a reasonable rate and feels they should be paying more because of the size, location and amenities of the area.

Wayne Miller said he has a 25' and a 40' boats and that he had problems getting a forty-five foot slip. He had no problem finding small slips. He submitted for the record studies with data from Beaches and Harbors, dockmasters and various workshops, and said more large slips are needed.

Brian Eklund said Almar Marina increased his rent by fourteen percent to \$475. He commented that many small boats would not be able to use dry stack storage because of their weights or keels..

John Hockenbu commented that the presentation was great, but more research is needed. He suggested to contact boat brokers and manufactures for sizing trends.

Raymond Fisher has a large boat and has been promised that the slips will be replaced and nothing has been done for a long time. He said the survey was great, but thinks there may be some distortion in the data.

Santos Kreimann said the department is trying to complete and negotiate a plan with the developer. There is urgency on the department to start replacing these docks and that is why this study is being done.

Randy Short said prior to 1960 there were seven thousand boat slips between Santa Barbara and San Diego and in 1970 there was thirty thousand additional boat slips. He said his company has built and rebuilt marinas for more than 35 years in Mexico, California and Hawaii and they are very close to Ron Nobles numbers. Lastly, he said larger slips are needed.

Roger Howard said he has a forty foot boat and for over seven years it has been impossible for him to find a boat slip. He said larger slips are needed in the marina, trends are to have larger boats, but both small and large boats should have access.

Jon Nahhas said the slip mix study should have been submitted before the meeting for review. That watching a thirty minute presentation, discussing pricing study and vacancy rates is too much for one meeting and being allowed only three minutes to make a comment is not enough.

Andy Bessette said slip rent increases will make Marina del Rey equal with other harbors; commented on the statement made by the Chair about the Brazilians loving their dry stack storage; said that Ron Noble would include anything in the study the department wants for seventy to eighty thousand dollars. Lastly, he said the County has betrayed the public's trust and told lies.

Santos Kreimann explained that the department only provided the consultants with information about the marina. He said they are professionals. They will analyze the information, do an independent assessment and he has confidence in their work products.

Ron Noble commented that only six hundred boat slips that are 35 feet and less are being removed. The dry stack storage being proposed is one of the most modern facilities out there with an overhead crane and can handle boats up to forty feet. Beaches and Harbors never gave him instructions. He received data from Beaches and Harbors, and use researches conducted from own company and other sources. When all is done, there is still going to be more smaller slips than larger slips.

Santos Kreimann stated that once Ron Noble and Allan Kotin complete the report in approximately two weeks the draft reports will be posted on the department's website and be submitted to the Commission next month for final public comments.

Vice-Chairman Delgado asked if there are other ways comments can be received besides posting on the website.

Santos Kreimann said he may use the Argonaut, local paper and send an email blast of the meeting being held next month.

Chairman Lesser said more larger slips are needed, but there should always be space for small boaters both in land and water.

Item 6 - Staff Reports:

Santos suggested that the Staff Report be received and filed.

Nancy Marino said the draft EIR was supposed to be re-circulated for Neptune Marina and the Woodfin project. She asked if a 30 day notice was going to be provided to the public.

Michael Tripp said he is currently reviewing the EIR. It will be submitted to County Departments for review for changes and once approved it will be released to the public.

Nancy Marino stated she was unsure what re-circulated meant and asked if it meant to be open for public comments again.

Michael Tripp confirmed.

Thomas Faughnan said it hasn't been certified and Michael Tripp was just going through the draft.

Michael Tripp said that was correct. The public had an initial chance to review the draft EIR 45 days before the public hearing, but the document was never certified.

Nancy Marino said she has been asking for a redevelopment project status report for years. She also made comments pertaining to the LCP Amendment.

Chairman Lesser asked for a motion to receive and file the Ongoing Staff Report. Vice-Chairman Delgado moved and Commissioner Alfieri seconded. The motion was unanimously approved.

Item 7 – Communication from the Public:

Nancy Marino commented on the master plan and working groups. She said the Coastal Commission recommended a comprehensive amendment, this is bad planning and a comprehensive master plan is needed.

Santos said there is a comprehensive master plan called the LCP. The process allows for amendments to the document as things change, which the public can participate in. He stated that every project requires an environmental review and the County has the right to submit amendment proposals to the Coastal Commission.

Wayne Miller confirmed that Santos Kreimann met with the public and went over the plans. He said that some people have been intimidated by certain elements of the workgroups and videos of the meeting are posted on the internet.

Adjournment – Chairman Lesser adjourned the meeting at 9:30 p.m.

Respectfully Submitted

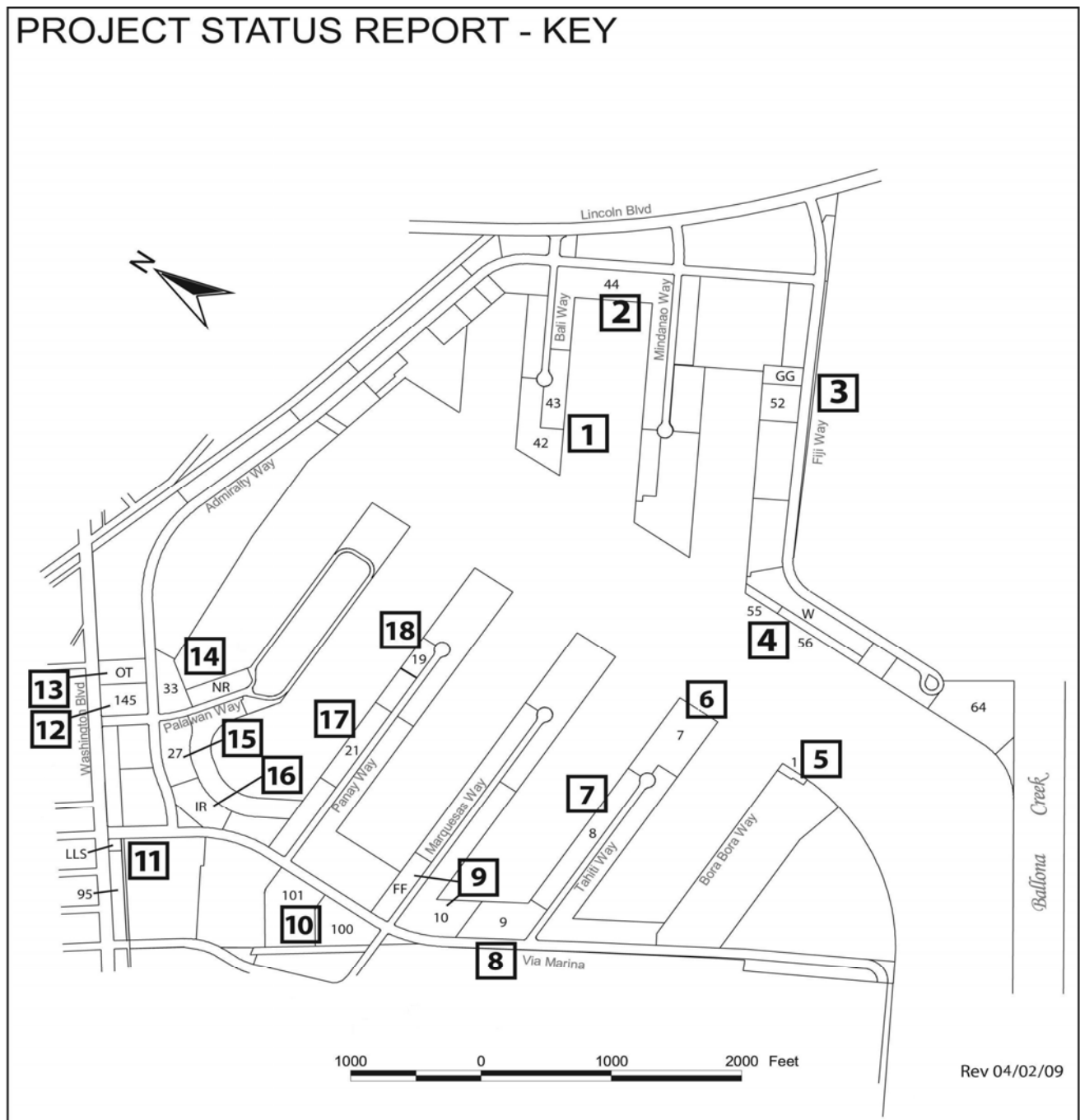
By: Donna Samuels, Commission Secretary

*Copy of meeting can be purchased immediately after all meetings with Commission Secretary.

Marina del Rey Redevelopment Projects
Descriptions and Status of Regulatory/Proprietary Approvals
As of April 2, 2009

Map Key	Parcel No. -- Project Name/Lessee	Lessee Name/ Representative	Redevelopment Proposed	Massing and Parking	Status	Regulatory Matters
1	42/43 -- Marina del Rey Hotel/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* Complete renovation and dock replacement	No changes	Proprietary -- Term sheet under negotiation Regulatory -- To be determined	
2	44 - Pier 44	Michael Pashaie/ David Taban	* Build 5 new visitor serving commercial and dry storage buildings * 91,090 s.f. visitor serving commercial space 143 slips + 5 end ties and 234 dry storage spaces	* building, 65'5" tall. 771.5 lineal feet view corridor proposed (259.73 required) Parking -- 381 at grade parking spaces will be provided with shared parking agreement (402 parking spaces are required)	Proprietary -- Term sheet under negotiation Regulatory -- Initial DCB review during the October 2008 meeting. Item was continued and is pending a second review	Shared Parking Agreement
3	52/GG - Boat Central/ Pacific Marina Development	Jeff Pence	* 367-vessel dry stack storage facility * 30-vessel mast up storage space * Sheriff boatwright facility	Massing -- 70' high boat storage building partially over water and parking with view corridor Parking -- All parking required of the project to be located on site, public parking to be replaced on Parcel 56	Proprietary -- Term sheet approved by BOS on July 2006; SCHC approved Option March 2007; BOS approved Option May 2007 Regulatory -- DCB, on May 2007 (continued from March 2007 meeting; April meeting cancelled) DISAPPROVED project. Regional Planning application filed December 2008.	LCP amendment to rezone site to Boat Storage and to transfer Public Facility use to another parcel.
4	55/56/W -- Fisherman's Village/ Gold Coast	Michael Pashaie/ David Taban	* 132-room hotel * 65,700 square foot restaurant/retail space * 30-slip new marina * 28 foot-wide waterfront promenade	Massing -- Nine mixed use hotel/visitor-serving commercial/retail structures (eight are 1 or 2-story and one 60' tall hotel over ground floor retail/ restaurant), parking structure with view corridor Parking -- All parking required of the project to be located on site; must include parking for adjacent Parcel 61 lessee (Shanghai Reds) and replacement parking from Parcel 52	Proprietary --Lease documents approved by BOS December 2005 Regulatory -- DCB hearing May 2006, item continued; approved in concept July 2006. Regional Planning application filed May 2007	Shared Parking Agreement Variance for reduced setbacks
5	1 -- Marina del Rey Landing/ Harbor Real Estate	Greg Schem	* New fuel dock facility with high-speed pumps and automatic payment * 3,300 square-foot dock mart and restrooms * New marina with 10 slips and transient berths * Public promenade and public view decks	Massing -- 1-story structure on the dock and on landside, each 19' tall Parking -- All parking required of the project to be located on site	Proprietary -- Lease documents approved by BOS May 2006 Regulatory -- DCB conceptual approval May 2007; DCB approved final design with conditions August 2008; Regional Planning Commission approved CDP and CUP on May 14, 2008. CCC approved waterside improvements March 2008.	
6	7 -- Tahiti Marina	Kamran Hakim	* Building refurbishment and relocating landside boating facilities * Docks will be reconstructed	Parking -- Possible slight reduction of parking due to relocation of landside boating facilities. Impact is currently unknown.	Proprietary -- Term sheet under negotiation Regulatory -- DCB submittal anticipated for the April 2009 meeting	
7	8 -- Bay Club / Decron Properties	David Nagel	* Building refurbishment, no new construction * Docks will be reconstructed	No changes	Proprietary -- Term sheet approved by BOS August 2008 Regulatory -- DCB continued from July 2008 and approved concept August 2008. Site Plan Review application filed with DRP on 12/4/08	
8	9 -- Woodfin Suite Hotel and Vacation Ownership/ Woodfin Hotels	Jack Illes	* 19-story, 288-room hotel (152 hotel rooms and 136 timeshare suites) * 5-story, 332-stall parking structure * New public transient docks * 28 foot-wide waterfront promenade * Wetland park	Massing -- 19-story hotel with 5-story parking structure, 225' tall, on northern half of parcel with view corridor and wetland park on southern half Parking -- All parking required of the project to be located on site	Proprietary -- Term Sheet approved by BOS February 2007 Regulatory -- DCB initial hearing May 2006, item continued; approved in concept June 2006; Regional Planning application filed November 2006; RP Commission heard the matter on 10/29/08 and continued the item.	Timeshare component Wetland
9	10/FF -- Neptune Marina/ Legacy Partners	Sean McEachorn	* 526 apartments * 161-slip marina + 7 end-ties * 28 foot-wide waterfront promenade * Replacement of public parking both on and off site	Massing -- Four 55' tall clustered 4-story residential buildings over parking with view corridor Parking -- 103 public parking spaces to be replaced off site	Proprietary -- Term sheet approved by BOS August 2004; lease documents approved by BOS August 2008 Regulatory -- DCB approval in concept June 2006; Regional Planning application filed November 2006; RP Commission heard the matter on 10/29/08 and continued the item.	LCP amendment to allow apartments on Parcel FF, remove Open Space category, and to transfer development potential from other development zones Parking permit to allow 103 replacement public parking spaces off site Variance for enhanced sigage and reduced setbacks
10	100/101 -- The Shores/ Del Rey Shores	Jerry Epstein/ David Levine	* 544-unit apartment complex * 10 new public parking spaces	Massing -- Twelve 75' tall 5-story residential buildings Parking -- All parking required of the project to be located on site plus 10 public beach parking spaces	Proprietary -- Lease extension Option approved by BOS December 2006 Regulatory -- Regional Planning approval June 2006; BOS heard appeal February 2006; continued to March 2007 where project was approved. Per court order, EIR being redone as to grading; on 12/16/08 BOS approved EIR	
11	95/LLS -- Marina West Shopping Center/ Gold Coast	Michael Pashaie/ David Taban	* 72-unit apartment complex * 10,000 square-foot restaurant * 22,400 square-foot commercial space * Gateway parkette on Parcel LLS	Massing -- One 42' tall retail building, three 60' tall mixed-use residential/retail buildings and parkette Parking -- All parking required of the project to be located on site	Proprietary -- Term Sheet approved by BOS October 2007 Regulatory -- DCB initial hearing May 2006; item then on June, July, and September agenda; conceptual approval granted November 2006	
12	145 -- Marina International Hotel/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* Complete renovation	No changes	Proprietary -- Term sheet under negotiation Regulatory -- DCB initial hearing November 2008; conceptual approval granted January 2009	
13	OT -- Admiralty Courts/ Goldrich & Kest Industries	Jona Goldrich/ Sherman Gardner	* 114-unit senior retirement facility * 5,000 square feet of retail space * Replacement public parking both on and off site * Public accessway from Washington to Admiralty	Massing -- One 5-story residential (senior) building over ground-floor retail and parking, 65' tall Parking -- All required project parking to be located on site; 92 public parking spaces to remain on site, 94 public parking spaces to be replaced off site near Marina Beach	Proprietary -- Lease documents approved by BOS July 2008. Regulatory -- DCB conceptual approval August 2005; Regional Planning application filed May 2006	LCP amendment to create Senior Retirement Facility Land Use Category and rezone OT as Senior Retirement Facility with Mixed Use Overlay Zone, and transfer development potential between Development Zones Parking permit for senior retirement facility and to allow some replacement public parking off site.
14	33/NR -- The Waterfront	Ed Czuker/Derek Jones	* 292 apartments * 32,400 square-foot restaurant/retail space * Rooftop observation deck * Replacement public parking both on and off site	Massing -- Three 5-story mixed use residential/retail buildings (two 44' tall and one 61' tall) with view corridor Parking -- All required project parking to be located on site; 69 public parking spaces to be replaced on site.	Proprietary -- Lease documents in process and economic terms being negotiated Regulatory -- DCB concept approval August 2004; revised project to DCB on August 2008, then December 2008 where it was continued	LCP amendment to add Mixed Use Overlay Zone, rezone NR to Visitor Serving/Commercial, and Variance for increased height and reduced setbacks Parking permit to allow some replacement public parking off site
15	27 -- Jamaica Bay Inn/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* 69 additional hotel rooms * Renovate balance of property * Marina Beach Promenade	Massing -- 4-story, 45' tall, hotel expansion with view corridor Parking -- All parking required of the project to be located on site	Proprietary -- Lease documents approved by BOS May 2006 Regulatory -- DCB conceptual approval obtained October 2005 and final design approval August 2008; Regional Planning application filed December 2005 and Commission approved August 2007. Plancheck application filed	
16	1R -- Marriott Residence Inn/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* 147-room hotel * Replacement of public parking both on and off site * Marina Beach Promenade	Massing -- Two hotel buildings above parking, 45' tall, with view corridor Parking -- 197 public parking spaces to remain on site, 20 or 89 public parking spaces to be replaced off site depending on intersection project	Proprietary -- Lease documents approved by BOS Oct 2006 Regulatory -- DCB approved in concept February 2006; Regional Planning application in preparation	LCP amendment to rezone site from Parking to Hotel Parking permit to allow some replacment public parking off site.
17	21 -- Holiday Harbor Courts/ Goldrich & Kest Industries	Jona Goldrich/ Sherman Gardner	<u>Phase 1</u> * 5-story, 29,300 square-foot mixed-use building (health club, yacht club, retail, marine office) * 92-slip marina * 28 foot-wide waterfront promenade and pedestrian plaza <u>Phase 2 (Parcel C)</u> * Westernmost portion of land to revert to County for public parking	Massing -- One 56' tall commercial building with view corridor Parking -- All parking required of the project to be located on site, including 94 replacement spaces from OT and Parcel 20 boater parking	<u>Phase 1</u> Proprietary -- Lease documents approved by BOS July 2008 Regulatory -- DCB conceptual approval obtained August 2005; Regional Planning application (landside) filed September 2006 <u>Phase 2 (Parcel C)</u> DCB hearing March and April 2006, item continued	LCP Amendment to transfer parking from OT to 21 CDP for landside from Regional Planning CDP for waterside from Coastal Commission
18	19 -- Administration Building/ Dept. of Beaches and Harbors (Alternate sites being considered)	N/A	* 26,000 square-foot County administration building	Massing -- One 56' tall building consisting of 2 floors office space over 3 parking levels Parking -- All parking required of the project to be located on site	Proprietary -- Lease documents in process with Parcel 20 lessee for parcel reversion Regulatory -- DCB agenda May 2006 and November 2006; DCB workshop held January 2007	See Item #2 above

PROJECT STATUS REPORT - KEY





To enrich lives through effective and caring service



April 16, 2009

Santos H. Kreimann
Director

TO: Design Control Board

FROM: Santos H. Kreimann, Director

Kerry Silverstrom
Chief Deputy

SUBJECT: **AGENDA ITEM 7C - MARINA DEL REY AND BEACH SPECIAL EVENTS**

MARINA DEL REY EVENTS

MARINA DEL REY OUTDOOR ADVENTURES 2009

Sponsored by the Los Angeles County Department of Beaches and Harbors
Burton Chace Park ♦ 13650 Mindanao Way ♦ Marina del Rey ♦ CA ♦ 90292

Bird Watching Experience Program

Thursdays, April 30 and June 25 at 9:00 am
&
Thursday, May 28 at 4:00 pm

County-sponsored bird watching walk for adults is a free two-hour walk, which will take place at various sites in the Ballona Wetlands. Meet at the Burton Chace Park Community Room. Participation, parking and transportation to the tour site are free. Pre-registration is a must! To register, please call (310) 628-2135.

Sunset Series Sailboat Races

Marina del Rey
Wednesdays through September 2, 2009
5:30 pm – 8:00 pm

Spectators can enjoy these races from the comfort of one of the water-view restaurants on Wednesday evenings between 5:30 pm (sailboats leaving the harbor) and 8:00 pm (race finishes at California Yacht Club).

FISHERMAN'S VILLAGE WEEKEND CONCERTS

Sponsored by Pacific Ocean Management, LLC
All concerts are from 2:00 pm – 5:00 pm

Saturday, April 18

Moondance, Big Band Swing

Sunday, April 19

CJS Quintet, Classic Jazz, Bebop,
Swing & Latin

Saturday, April 25

LA Bluescasters, playing Traditional Blues,
Rock & Jazz

Sunday, April 26

Jimbo Ross & The Bodacious Blues Band, playing Jazz & Blues on Viola

For more information: Call Pacific Ocean Management at (310) 822-6866

BEACH EVENTS

Heal the Bay's Earth Day Beach Cleanup

City of Santa Monica
1600 Ocean Front Walk – Lifeguard Tower 1550
Saturday, April 18, 2009
10:00 am – 12:00 pm

Join the cleaning fun to help keep our oceans clean and safe of harmful trash.

For more information: Call (800) Heal-Bay

Richstone Pier to Pier Walk

City of Manhattan Beach to City of Hermosa Beach
Saturday, April 25, 2009
7:30 am – 9:30 am

The Pier-to-Pier Walkathon is a great way to spend your Saturday morning while raising money for the prevention and treatment of child abuse. Walk begins at Manhattan Beach Pier to the Hermosa Beach Pier and ends back at the Manhattan Beach Pier for a distance of 3.4 miles.

For more information: Call (310) 970-1921 or visit www.richstone.com

SHK:CM:ks

DRAFT

**MINUTES
OF
MARINA DEL REY
DESIGN CONTROL BOARD
*SPECIAL MEETING***

February 26, 2009 3:00 p.m.

**Department of Beaches and Harbors
Burton Chace Park
Community Building – 13650 Mindanao Way
Marina del Rey, CA 90292**

Members Present: Susan Cloke, Chair, First District
Peter Phinney, A.I.A., Vice-Chair, Fourth District
David Abelar, Second District
Simon Pastucha, Third District

Members Absent: Tony Wong, P.E., Fifth District

Department Staff Present: Santos H. Kreimann, Director
Charlotte Miyamoto, Chief, Planning Division
Ismael Lopez, Planner

County Staff Present: Tom Faughnan, Principal Deputy County Counsel
Michael Tripp, Department of Regional Planning

Guests Testifying: Jennifer Carter, Espirt I
Primitivo Castro, Office of State Senator Jenny Oropeza
Chuck Colby, The Organic Panificio
Art Caballero, DPW County of Los Angeles

1. **Call to Order, Action on absences and Pledge of Allegiance**
Ms. Cloke called the meeting to order at 3:10 p.m. and Mr. Phinney led the Pledge of Allegiance

Ms. Cloke asked for a moment of silence in observance of Ms. Julie Carpenter's passing

There was no action taken on the absent member
2. **Approval of Minutes**
None

3. Design Control Board Reviews

A. Parcel 12 - Espirt I, DCB #08-017-B

Approval of the record of the DCB January 15, 2009 action for conditional approval of new directional and apartment building signage

Ms. Carter discussed Espirt's request to change the wording condition applied to Signs C1 - C4 during the previous DCB meeting

Public Comments

None

Board Comments

Ms. Cloke (Phinney) moved to approve DCB #0817-B with Sign C (directional parking signs) as follows:

C1 - Resident Parking 1

C2 - Resident Parking 1 - 2

C3 - Resident Parking 2

C4 - Resident Parking 3 - 4 - 5

C5 - Guest - Boater - Resident Parking 5

B. Parcel 145 - Marina International Hotel - DCB #08-018

Approval of the record of the DCB January 15, 2009 action for conditional approval in concept of hotel building renovations

Public Comments

None

Board Comments

**Mr. Phinney (Abelar) moved to approve DCB #08-018 as submitted
{Unanimous consent}**

C. Parcel 129 - LACO Fire Station #110 DCB #09-001

Approval of the record of DCB January 15, 2009 action for approval of new storage shed

Public Comment

None

Board Comments

**Mr. Phinney (Pastucha) moved to approve DCB #09-001 as submitted
{Unanimous consent}**

5. Old Business

None

6. New Business

A. Parcel 49S - LACO DPW - Used Oil Collection Center DCB #09-002

Consideration of new signage and security camera installation

Ms. Miyamoto gave a project overview

Mr. Caballero discussed the problems of illegal dumping of hazardous waste at the oil collection center such as paint

Mr. Abelar asked for clarification on clean vs. dirty oil and if an additional container could be used for dirty oil

Mr. Caballero said dirty used oil contained oil mixed with another substance such as antifreeze or paint. He added that two containers were on site to collect clean used oil, as mandated by the California Integrated Waste Management Board (CIWMB)

Ms. Cloke noted the intent of the center was to provide a convenient location for waste collection, which allowed the public to recycle products that are harmful to the environment, although not necessarily following CIWMB's guidelines. She added that the public was trying to do the right thing, but instead the County would be treating them as criminals

Mr. Caballero stated the site had been operating since 1995 and added that radioactive waste had been disposed of at the site, which is extremely harmful to the environment

Ms. Cloke noted the request had not been thoroughly and properly planned out, adding that proper mechanisms for public outreach and education on waste collection should be available, rather than monitoring the site to fine individuals

Mr. Caballero said the project's intent was to protect the public health and safety, adding that waste illegally dumped at the site was usually uncovered and unprotected, which may spill into the surrounding environment. He added that a permanent center at the Hyperion plant, three miles away, collected waste other than oil

Ms. Cloke stated that the Hyperion location collected paint at certain hours only, adding that she had been turned away in the past

Mr. Kreimann noted the Department recommended only five signs as opposed to the eight proposed, adding that he understood the request was a bit excessive. He also stated the request included public health signs explaining the disposal of used oil and illegal waste

Ms. Cloke said the proposed signage did not communicate proper procedures effectively and treated the public as criminals

Mr. Kreimann stated some people were dumping illegal waste knowingly, which had to be stopped. He added that he would coordinate with Public Works to seek alternate solutions

Ms. Cloke said a consolidated sign that communicated information in a way that was appropriate to the Marina was preferred

Ms. Miyamoto stated the oil collection center was not staffed because only oil was collected, adding that if other waste was collected, certified personnel would need to be present. She noted that all other County-wide locations were staffed and opened during certain hours per day, whereas the MdR collection center was unmanned and open 24/7

Ms. Cloke said a different approach would have to be pursued, with graphically smart and attractive signs, which efficiently communicated to the public the proper method for waste collection at MdR. She noted this was an opportunity for the County to receive credit for a project that could be positive and educational for all

Mr. Faughnan stated that if the County was going to have a recycling facility, then it needed to be permanent, adding that the un-manned recycling facility was not meant to allow the public to drop any hazardous waste they desired

Mr. Kreimann asked if the Board preferred a single sign which relayed the proper safety information and process to the public

Ms. Cloke said it should be a design that was consistent with Marina standards and one that the County could get credit for by helping the community

Mr. Pastucha commented on the signage font, noting that most signs contained the same font size, thereby losing the public with excessive wording. He also noted he appreciated the main identification sign and cameras, which made the center a safer site. He added that surveillance notices could be removed, and possibly modifying other signs to include oil deposit instructions on the containers

Mr. Phinney noted the center itself needed improvement, which also discouraged the public to follow regulations related to waste dumping. He added that should the center be more attractive and properly maintained, the public would likely act more responsively. He also mentioned that the project should be re-examined to provide a friendlier and cleaner design, suggesting collection of all chemicals before they piled up

Mr. Kreimann asked if the Board would approve the security cameras at this time

Ms. Cloke noted the Board would not piece-meal the project, adding that a banner could be considered for the following month if desired and, that the County should think of a different way to communicate with the public

Public Comments

Mr. Colby noted that simply installing the camera housing may prevent the public from dumping illegal waste

Board Comments

**Mr. Phinney (Abelar) moved to continue this matter up to 90 days
{Unanimous consent}**

B. Parcel 33 - The Organic Panificio - DCB #09-003

Consideration of signage and patio modifications

Ms. Miyamoto gave the project overview

Mr. Colby discussed the tree removal, patio and signage modifications

Public Comments

None

Board Comments

Mr. Abelar asked if replacing the Mexican palm trees with a different species would make a difference and if staff preferred that they be replaced on site

Ms. Miyamoto stated that staff was open to suggestions from the Applicant and that the Board could consider the location of the trees

Ms. Cloke asked if there were other projects in MdR in need of palm trees for relocation purposes

Ms. Miyamoto noted the Jamaica Bay Inn and Trizec Towers might be in need of trees

Mr. Pastucha asked if the trees would have to be cut

Mr. Colby said that a section of the deck would have to be removed because the trees were too tall, adding that he would gladly donate them

Mr. Pastucha recommended talking to a tree nursery about donating the trees and asked for the Department's policy on biological monitoring of nesting sites, noting the City of LA had been going through similar issues

Mr. Kreimann stated that a condition of approval would have to be imposed requiring monitoring to avoid nesting and roosting impacts, adding that the tree trimming policy would have to be abided by

Ms. Cloke asked if the replacement of the trees could be included in the redevelopment project for Parcel 33/NR

Mr. Faughnan said it would be appropriate to request the addition of three trees to the landscape plans of the redevelopment project. He also noted there were no policies requiring lessees to replace trees at a different site

Public Comments

None

Board Comment

**Ms. Cloke (Abelar) moved to approve DCB-09-003 with the following conditions:
{Unanimous consent}**

- 1. Applicant to provide appropriate biological monitoring information as directed by staff in order to ensure that the birds are protected.**
- 2. That the County and the applicant work together to make every possible effort to find a suitable location for the trees, first in the Marina, and then if that is not possible outside of the Marina. If after the County and the applicant have done their due diligence and no other location is available, the trees may be removed**
- 3. The master lessee shall be responsible for replacing the trees in the Marina.**

7. Staff Reports

Ms. Miyamoto provided a summary of the Staff Reports

Ms. Miyamoto asked if there were any questions about the February 17, 2009 Board of Supervisors approval of the Amendment to the LCP that clarified the roles and responsibilities of the DCB

Mr. Abelar asked for a hard copy of the Board of Supervisors action which will be mailed to all members

Mr. Faughnan advised that the changes to the DCB will be in effect by the time of the March DCB meeting

Mr. Tripp offered to prepare a summary of the changes to the DCB's roles and responsibilities

Ms. Cloke thanked Mr. Tripp

Mr. Phinney asked about impacts of the DCB changes to the progress of the Marina del Rey Design Guidelines

Mr. Kreimann replied that the Guidelines would be moving forward and we would like to work with a DCB sub-committee to go over the mole road trees before finalizing the Guidelines

Ms. Cloke requested the sustainable plant and tree lists from the Coastal Commission, Playa Vista, and the County's Green Building Program

Ms. Cloke Mr. Tripp to contact Marcia Hanscom who had contacted her about the working groups

Public Comments

Primitivo Castro of State Senator Jenny Oropeza's office introduced himself to the Board

Ms. Cloke and Mr. Kreimann welcomed him to the meeting

Adjournment

Ms. Cloke adjourned the meeting at 5:06 p.m.

Respectfully Submitted,

Teresa Young

Secretary for the Design Control Board

DRAFT

**MINUTES
OF
MARINA DEL REY
DESIGN CONTROL BOARD**

March 26, 2009 6:30 p.m.

**Department of Beaches and Harbors
Burton Chace Park
Community Building – 13650 Mindanao Way
Marina del Rey, CA 90292**

Members Present: Susan Cloke, Chair, First District
Peter Phinney, A.I.A., Vice-Chair, Fourth District
Simon Pastucha, Third District
Tony Wong, P.E., Fifth District

Members Absent: David Abelar, Second District

Department Staff Present: Santos Kreimann, Director
Charlotte Miyamoto, Chief, Planning Division
Ismael Lopez, Planner
Teresa Young, Secretary

County Staff Present: Tom Faughnan, Principal Deputy County Counsel
Michael Tripp, Department of Regional Planning

Guests Testifying: Greg Jacquez, Department of Public Works
Denise Fast, Re/Morguee Partners
Diana Roberts, MdR Resident
Stephen Freedman, MdR Resident
Tim Riley, Marina del Rey Lessees Association
Beverly Moore, MdR Convention & Visitors Bureau

1. Call to Order, Action on absences and Pledge of Allegiance

Ms. Cloke called the meeting to order at 6:47 p.m. and Mr. Wong led the Pledge of Allegiance

**Mr. Wong (Phinney) moved to excuse Mr. Abelar from the meeting
{Unanimous consent}**

2. Approval of the DCB minutes

Ms. Cloke (Phinney) moved to continue the February 26 minutes and approve the January 15, 2009 minutes with the following change:

Page 2 now reads:

“Ms. Cloke said the Guidelines still have language inconsistencies and asked that these be corrected. She also asked that the Guidelines include a complete street and identity index and that pump-out stations be called out”

3. Design Control Board Reviews

A. Parcel 33 - The Organic Panificio - DCB #09-003

Approval of the record of the February 26, 2009 action for conditional approval of signage and patio modifications

**Mr. Phinney (Wong) moved to approve DCB #09-003 as submitted
{Unanimous consent}**

4. Consent Agenda

None

5. Old Business

A. Parcel P - Oxford Retention Basin Flood Protection Multiuse Enhancement Project

Mr. Jacquez gave a thorough presentation of the project

Ms. Cloke asked if there were two storm drains flowing into the basin

Mr. Jacquez noted that two storm drains flow into the basin which store storm water that is discharged during low tides

Mr. Wong asked if an Environmental Impact Report will be required

Mr. Jacquez said an EIR was anticipated for the project

Public Comments

Ms. Fast stated her support and adding it would be a great beautification project

Ms. Roberts noted the lack of maintenance and deterioration

Mr. Freedman noted the poor maintenance and added that approvals from multiple regulating departments slow things down

Mr. Riley noted his support for this and other projects with more recreational opportunities around the Marina

Ms. Moore stated her support for the project and wanted improved pedestrian links with surrounding communities. She also suggested the presentation be available online

Mr. Kreimann commended the members of the public for their comments and noted that as the new Director he would work closely with Public Works' new Director to speed the project process

Board Comments

Mr. Wong noted his appreciation for public input and asked that Public Works do its due diligence in maintaining the basin in the interim

Mr. Pastucha asked if Public Works had been in communication with the City of LA and what steps for sediment control had been implemented on their behalf. He also suggested having pedestrian connection points between the Marina and City of LA's jurisdiction

Mr. Jacquez replied that contact with the City was currently underway and that efforts to control debris and sediment had been done by focusing on water quality regulations and toxic pollutants. He added that this project was currently in its conceptual form and that pedestrian connection points will be pursued along Admiralty Way and Washington Boulevard

Mr. Wong suggested Public Works coordinate with the Admiralty Way widening project

Mr. Kreimann stated the Department along with Public Works had been working together and determined there was no real problem with traffic flow between Admiralty Way and Via Marina, adding that they were still working out a design to improve circulation within the Marina at the intersections while coordinating pedestrian connection points

Mr. Phinney commented on design quality and suggested Public Works work to improve not only engineering issues, but biology habitat and pedestrian connections as an enhanced park which would greatly benefit the community. He also suggested water features as part of a visual attraction for the park and professionally enhanced and artistic interpretative signage to inform the public of what exists on site

Ms. Cloke (Wong) moved for the following to take effect:

{Unanimous consent}

- 1. That the Board commend the Department of Public Works and recommend that environmental groups and other community societies be included during the stakeholder group meetings,**
- 2. That public outreach within the Marina be pursued in conjunction with the Department of Beaches and Harbors,**
- 3. That DPW work with all adjacent jurisdictions on up stream BMPs, such as trash collection over catch basins,**
- 4. That DPW pursue the possibility of an urban park at the site**

Mr. Kreimann suggested creating a letter to DPW to accommodate her suggestions

Ms. Miyamoto noted an earlier version of the presentation has been online and will be replaced with this new version

Ms. Cloke agreed with Mr. Kreimann. She also suggested that temporary signs be available on site to inform the public of the basin work with contact information

Ms. Cloke stated that the April 23, 2009 DCB meeting would be her last as a member of the Board

6. New Business

None

7. Staff Reports

Ms. Miyamoto provided a summary of the Staff Reports, which included a Board of Supervisors resolution for an application to the Department of Boating and Waterways for a \$4.6 million grant to improve the public launch ramp

Mr. Kreimann commented that on March 23, 2009 the Board of Supervisors approved a lease amendment for the Esprit II which provided additional time to commence and complete construction

Ms. Miyamoto reported that the Department was seeking approval for an addendum to the way finding signage program previously approved by the Board, which consisted of mole road identity and curb signage

Ms. Cloke suggested the request return the following month as a business item in order for the Board to take action on the project

Public Comments

None

Adjournment

Ms. Cloke (Phinney) moved to adjourn the Design Control Board meeting at 7:55 p.m.

{Unanimous consent}

Respectfully Submitted,

Teresa Young

Secretary for the Design Control Board