

## MARINA DEL REY DESIGN CONTROL BOARD

## **AGENDA**

Director

**Kerry Silverstrom** Chief Deputy

§Harbors

Santos H. Kreimann

Wednesday, November 17, 2010, 12:30 p.m.

Burton W. Chace Park Community Building 13650 Mindanao Way Marina del Rev. CA 90292

- 1. Call to Order, Action on Absences, Pledge of Allegiance, and Order of Agenda
- 2. Approval of the August 18 & September 15, 2010 Minutes

#### 3. **Public Comment**

This is the opportunity for members of the public to address the Commission on items that are not on the posted agenda, provided that the subject matter is within the jurisdiction of the Commission. Speakers are reminded of the three-minute time limitation.

#### 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.

#### **Old Business** 5.

A. Parcel 53 – The BoatYard – DCB#10-012B

Consideration of new signage for Denison Yacht Sales and Naos Yachting and Design Control Board review related thereto

#### 6. **New Business**

A. Parcel 64 – Villa Venetia Apartments – DCB#10-015

Consideration of proposed renovation details and Design Control Board review related thereto

B. Parcel 125R – Marina City Club – DCB #10-016

Consideration of Marina Walk improvements and signage and Design Control Board review related thereto

C. Parcel 44 – Golden West Properties – DCB #10-017

Consideration of new signage for Open Sailing USA and Design Control Board review related thereto

D. Parcel 50 – Marina Waterside Shopping Center – DCB #10-018 Consideration of new signage for The Area and Design Control Board review related thereto

Design Control Board Agenda November 17, 2010 Page 2 of 2

E. Consideration of the 2011 Design Control Board Meeting Schedule

### 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
  - · Coastal 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. Adjournment

### **PLEASE NOTE**

- 1. ADA ACCOMODATIONS: 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 Disabilities Act) Coordinator at (310) 305-9590 (Voice) or (310) 821-1734 (TDD).
- 2. The Los Angeles County Board of Supervisors adopted Chapter 2.160 of the Los Angeles Code (Ord. 93-0031 ~ 2 (part), 1993, relating to lobbyists. Any person who seeks support or endorsement from the Small Craft Harbor Commission on any official action must certify that he/she is familiar with the requirements of this ordinance. A copy of the ordinance can be provided prior to the meeting and certification is to be made before or at the meeting.
- 3. The agenda will be posted on the internet and displayed at the following locations at least 72 Hours preceding the meeting date:

Department of Beaches and Harbors Website Address: http://marinadelrey.lacounty.gov

Department of Beaches and Harbors Administration Building 13837 Fiji Way Marina del Rey, CA 90292 MdR Visitors & Information Center 4701 Admiralty Way Marina del Rey, CA 90292

Burton Chace Park Community Room 13650 Mindanao Way Marina del Rey, CA 90292 Lloyd Taber-Marina del Rey Library 4533 Admiralty Way Marina del Rey, CA 90292

4. The entire agenda package and any meeting related writings or documents provided to a Majority of the Commissioners (Board members) after distribution of the agenda package, unless exempt from disclosure Pursuant to California Law, are available at the Department of Beaches and Harbors and at <a href="http://marinadelrey.lacounty.gov">http://marinadelrey.lacounty.gov</a>

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# DESIGN CONTROL BOARD MINUTES August 18, 2010

**Members Present:** Peter Phinney, AIA, Chair, Fourth District, Helena Jubany, Member, First District, David Abelar, Second District, Tony Wong, P.E., Member, Fifth District

Members Absent: Simon Pastucha, Vice-Chair, Third District

**Department Staff Present:** Santos Kreimann, Director, Gary Jones, Deputy Director, Paul Wong, Chief, Planning Division, Charlotte Miyamoto, Chief, Asset Management Division, Kathline King, Planning Specialist, Ismael Lopez, Planner, Peter Dzewaltowski, Regional Planning Assistant, Teresa Young, Secretary

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

Guests Testifying: Liz Greenberger, Donna Petersen, Nancy Vernon Marino, Aaron Clark (Armbruster Goldsmith & Delvac LLP), Christopher Coe (Architect, Villa Venetia), Peter Zak (Lyon Communities), Scott Baker, Landscape Architect, Villa Venetia), Marcia Hanscom, Tim Riley (MdR Lessees' Association), Jon Nahhas, Phil Doudar (LACO Department of Public Works), Ed Dingman, (LACO Department of Public Works), Jill Peterson, Pacific Ocean Management, Greg Schem (The Boatyard)

#### Call to Order and Pledge of Allegiance:

Mr. Phinney called the meeting to order at 12:30 p.m. Ms. Jubany led the Pledge of Allegiance. **Motion by Ms. Jubany (Abelar) to excuse Mr. Pastucha from the meeting was unanimously approved.** 

#### Approval of the DCB minutes:

Motion by Mr. Abelar (Jubany) to approve the July 21 meeting minutes was unanimously approved.

#### **Public Comment**

Liz Greenberger described her organization, Row LA, which trains inner-city students to row and provide them with academic assistance, and requested new rowing shelves for her organization.

Nancy Vernon Marino spoke about the upcoming LCP amendment and the LCP meeting notices sent out by Los Angeles County.

Jon Nahhas spoke about the County's "Caring for Your Coast" slogan, the LCP meeting notices sent out by Los Angeles County, and asked that the Department's website be enhanced to improve public notification services.

#### **Consent Agenda**

Mr. Wong asked for clarification regarding the LCP notices and the posting of audio recordings on the Department's website.

Mr. Tripp explained that the notices were sent to boat owners and residents living within 500 feet of the Marina.

Ms. Miyamoto noted that as of June, audio recordings of the meetings were available through the department website by clicking on the agenda.

#### **Old Business**

None

#### Item 6A - Election of Officers

Marina del Rey Design Control Board August 18, 2010 Page 2

Peter Phinney was nominated for Chair by Mr. Abelar (Jubany). Mr. Phinney was elected unanimously. Mr. Phinney nominated Ms. Jubany as Vice Chair (Wong). Ms. Jubany was elected unanimously.

#### 6B - Parcel 53 - The Boatyard - DCB #10-012

Consideration of new signage for Denison Yacht Sales and Naos Yachting.

Peter Dzewaltowski gave an overview of the project.

Ms. Jubany asked if any of the other tenants who shared the building with Denison Yacht Sales and Naos Yachting had any signs and, if they didn't, whether they would be proposing signs.

Mr. Phinney asked whether The Boatyard was going to maintain the existing pole sign.

Ms. Jubany asked if the signs currently in place for Denison Yacht Sales and Naos Yachting were temporary and whether they would be removed upon approval. She also noted her aesthetic concerns regarding placing signs on the building.

Ms. Peterson said she had taken aesthetic considerations into account when designing the signs.

Mr. Wong spoke about possible wind concerns with changing the sign placements.

Mr. Schem explained that attaching the sign lower might impact the pedestrian circulation and that there may be difficulties attaching it securely. Mr. Schem also noted that the proposed location had always been used for signage.

Mr. Phinney also voiced aesthetic concerns with the placement of the signs and asked the applicants to create another proposal within a month to resolve those concerns. It was agreed that the temporary signs should be permitted to remain for another month.

Ms. Jubany (Abelar) moved to continue the item until October 20, 2010, approved unanimously.

#### 6C - Parcel 1 - The Fuel Dock - DCB #10-013

Consideration of new stand-alone trash enclosure.

Mr. Dzewaltowski provided an overview of the project

Mr. Schem gave the board an update on the site's renovation progress and explained that the currently approved trash enclosure is too small for trash containers and that it is difficult to access by for the trash collection service.

Marcia Hanscom explained that the proposed location is the nesting location for the egrets living in the area and that the construction would disrupt them.

Ms. Marino noted that moving the trash enclosure away from the main building would lessen the applicant's motivation to keep the enclosure clean.

Mr. Nahhas commented on the fuel prices charged by the Fuel Dock and asked if customers were served pre-mix fuel in the residential parking lot. He claimed that possibly there is no demand for additional boater storage in the area and that the Board had not heard from the trash company with regards to how convenient the new location was for trash pickup.

Mr. Schem explained that fuel was only sold on the dock and that pre-mix fuel was no longer sold by his business, that no fuel has been sold in the residential parking lot and that his fuel was not sold at the highest prices on the

Marina del Rey Design Control Board August 18, 2010 Page 3

west coast. He explained that the fuel dock was necessary to the functioning of the marina. The Coastal Commission issued an exemption for the Fuel Dock in recognition of the management practices and mitigation measures associated with the dock reconstruction.

In response to a question from Mr. Wong about the frequency of trash pickup, Mr. Schem informed the Board that it could be as often as once or twice a week.

Mr. Phinney expressed concerns over the waste disposed on the new trash location noting that it could be accessible by birds and rodents. He also asked if the board was approving the new trash enclosure in concept and whether Regional Planning would issue a permit.

Ms. Jubany asked whether landscape would be included with the new renovation.

In response to a question from Mr. Abelar about whether the new trash enclosure would eliminate any parking spaces in the adjacent parking lot, Mr. Schem stated that no parking spaces would be eliminated with the proposed relocation. Under existing approved plans, only landscaping was to be located in the proposed trash enclosure.

Ms. Jubany (Abelar) moved to approve DCB #10-013 with the condition that the applicant provides an updated landscaping plan to screen the site from the residents and to build a covered trash enclosure. Unanimously approved.

#### 6D - Parcel 64 - Villa Venetia Apartments - DCB#10-014

Consideration of new renovation.

- Mr. Dzewaltowski gave an overview of the Villa Venetia Apartments renovation and recommended approval in concept with the condition that the Applicant returns with any new information from the Department of Regional Planning to help the board make their final approval.
- Mr. Clark explained how the proposed project, as a renovation, is different than the previous proposal for new construction that was presented to the Board in an earlier submittal.
- Mr. Coe explained the unique aspects of the site design and the goals of the renovation.
- Mr. Baker explained the landscape improvements proposed for the driveways, courtyards, and promenade.
- Mr. Nahhas commented on the speakers' use of the word "exclusive", "condominiums", and "hotel" during their presentations. He also commented on the proximity of the Villa Venetia to the bike path.
- Ms. Hanscom expressed her support for the renovation project.
- Ms. Marino spoke about her support for the planned renovation, but noted the potential cumulative environmental impacts of adding washers and driers in each unit.
- Mr. Riley spoke about the Marina del Rey Lessees' Association support for the project.
- Ms. Jubany asked the applicants to address some of the public's concerns.
- Mr. Zak commented on in-unit washer and driers, landscape modifications and keeping the residential land use category as existing.
- Mr. Phinney commented on the rent structure of the renovated complex and mentioned the unique aspects of Villa Venetia, its prominence when entering the Marina and its proximity to Ballona Wetlands. He also noted the water and energy conservation opportunities for the project.

Marina del Rey Design Control Board August 18, 2010 Page 4

Ms. Jubany spoke about the promenade and her support of the proposed improvements.

Ms. Jubany (Abelar) moved to approve DCB #10-014, as submitted. Unanimously approved.

#### 6E - Department of Public Works Marina Del Rey Projects

Presentation on water, sewer, and transportation-related projects.

Mr. Doudar and Mr. Dingman gave an overview of water, sewer, transportation and flood control projects being planned for the marina.

Ms. Marino requested that the Department place the presentation slides on their website and inquired about future recreational redevelopment in Marina del Rey.

Mr. Nahhas noted he wanted a more comprehensive method of informing the public over the course of several meetings on this subject and requested that the bike path be redirected through the Marina instead of Washington Boulevard which is under construction.

Mr. Wong noted the difficulty of public notifications for activities of the many Los Angeles County Departments, but noted the process could be improved.

Mr. Kreimann gave an overview of all public noticing efforts performed by the department to keep the public informed about recreational opportunities while preserving the marina's environment.

Mr. Wong commended the Department on fulfilling public service obligations and asked for a more central location with information for the public to access.

Mr. Kreimann noted the Department updated public information on its website and stated he coordinated with county departments about recreational opportunities in the Marina.

Mr. Phinney commented on impacts to street trees in the marina resulting from DPW projects and noted that the DCB should consider all County residents, not only Marina residents.

#### Mr. Abelar was excused from the meeting.

#### Staff Reports:

All reports accepted and filed.

Mr. Nahhas asked the DCB to keep all LA county residents in mind with the Ongoing Activities Reports while making decisions and noted the Department could do more on public noticing for LCP updates.

Ms. Marino spoke about the redevelopment status report and asked about recreational projects. Ms. Marino stated that the board should devote more resources to developing recreational land in Marina del Rey.

#### 8A - Parcel 53 - The Boatyard - DCB#10-012

Continued to September Meeting. No review necessary

#### 8B - Parcel 1 - The Fuel Dock - DCB #10-013

Ms. Jubany (Wong) moved to approve DCB#10-013, with the condition that the applicant provides an updated landscaping plan to screen the site from the residents and to build a covered trash enclosure. Unanimously approved.

Marina	del	Rey	Desig	gn Coi	ntrol	Board
August	18,	2010	)			
Page 5						

## 8C - Parcel 64 - Villa Venetia Apartments - DCB#10-014

Motion by Ms. Jubany (Wong) to approve the Board Review for DCB#10-014 was unanimously approved.

## Adjournment

Mr. Phinney moved to adjourn the meeting at 4:15 p.m.

Respectfully Submitted,

Lewis Jackson

Secretary for the Design Control Board

# DESIGN CONTROL BOARD AND SMALL CRAFT HARBOR COMMISSION JOINT MEETING MINUTES September 15, 2010

**DCB Members Present:** Peter Phinney, AIA, Chair, Fourth District, Helena Jubany, Member, First District, Tony Wong, P.E, Member, Fifth District

Members Absent: Simon Pastucha, Vice-Chair, Third District, David Abelar, Second District

SCHC Commissioners Present: Russ Lesser, Chairman, Alan Rifkin, Dennis Alfieri

Commissioners Absent: Albert DeBlanc, Vanessa Delgado

**Department Staff Present:** Santos Kreimann, Director, Gary Jones, Deputy Director, Paul Wong, Chief, Planning Division, Charlotte Miyamoto, Chief, Asset Management Division, Barry Kurtz, Traffic Engineer, Teresa Young, Secretary, Lewis Jackson, Temporary Secretary,

**County Staff Present:** Tom Faughnan, Principal Deputy County Counsel, Larry Haftez, County Counsel, Department of Regional Planning, Michael Tripp, Department of Regional Planning, Anita Gutierrez, Department of Regional Planning

County Consultant: Andi Culbertson, County Coastal Consultant

Guests Testifying: David Levine (MdR Lessees' Association), John Davis, Jon Nahhas, David Barish, Jennifer Carter (Pacific Marina Development), Roger Van Wert (Pacific Marina Development), Nancy Vernon Marino, Isaac Hakim (Tahiti Marina) John Rizzo, Ira Waldman, Steven Cho, Tom Hogan (Pacific Marina Development), Steve Friedman, Aaron Clark (Neptune Marina Apartments), Tim Riley (Marina del Rey Lessees' Association), Patricia Younis.

#### Call to Order and Pledge of Allegiance:

Mr. Kreimann called the meeting to order at 12:30 p.m. and recognized the members of the Small Craft Harbor Commission and DCB members who were present.

Motion by Commissioner Lesser, seconded by Commissioner Rifkin, to excuse Commissioner Delgado from the meeting was unanimously approved.

Motion by Ms. Jubany, seconded by Mr. Wong, to excuse Mr. Pastucha and Mr. Abelar from the meeting was unanimously approved.

Mr. Kreimann led the meeting in the Pledge of Allegiance, spoke about the Coastal Commission's "Roadmap" strategy for completing multiple amendments to the Local Coastal Plan (LCP) and asked the board members and county staff members present to introduce themselves.

## Presentation of the Local Coastal Program Major Amendment & Public Comment Opportunity

Mr. Tripp gave a presentation on the Local Coastal Program Major Amendment and described the "pipeline" projects, a series of redevelopment projects each requiring an amendment to the LCP.

Mr. Kurtz spoke about the public work improvements that have been incorporated into the Local Coastal Program Major Amendment and added that all projects in the LCP would be required to evaluate their cumulative impact to the area, as well as the impact of other development projects in the surrounding areas of Los Angeles and Culver City.

Marina del Rey Design Control Board & Small Craft Harbor Commission Joint Meeting September 15, 2010 Page 2

Mr. Tripp reiterated that Regional Planning was not proposing to increase development with the pipeline projects he discussed and would not exceed the development limits laid down by the Coastal Commission in 1996.

Ms. Jubany asked about the figures comparing the number of trips which the pipeline projects would cause as versus the increase in trips caused by development projects surrounding the Marina. She wanted to know what radius was used to determine the "surrounding areas."

Mr. Kurtz explained that he had received the trip figures from the City of Los Angeles and that a one-mile radius surrounding the Marina was used.

Mr. Rifkin asked if the pipeline projects would affect the minimum slip percentages for small boats.

Mr. Tripp explained that the pipeline projects did not affect slip percentages for small boats but that the department was adding new policies that would affect the percentages.

Mr. Jones explained what the new slip categories would be under the new policies.

Mr. Kreimann explained that some of the new slip policies were added to the Local Coastal Program Major Amendment and that the slip sizing issues would be addressed more thoroughly in the Master Waterside Coastal Development Permit being developed by Beaches and Harbors.

Ms. Jubany asked if there would be coordination between developments regarding traffic issues at Admiralty Way and Marina Way and the development the park at the same location. Barry Kurtz explained that the consultant hired for the project considers all aspects of the project.

Mr. Phinney asked how public comment and input were evaluated and incorporated into their reports.

Mr. Tripp explained that his report for the Regional Planning Commission will include public comments about the project.

Mr. Kreimann noted that all the reports that had been presented were available online and comments from interested parties had been incorporated.

Mr. Tripp added that the planners would be taking comments until September 24.

Mr. Lesser asked about the status of other projects, such as Parcel 9.

Mr. Tripp stated that the Parcel 9 redevelopment project had been approved by the Regional Planning Commission, but was subsequently appealed to the Board of Supervisors, which in turn could be appealed to the Coastal Commission. He noted that certain pipeline projects needed specific plan amendments while projects such as Parcel 9 did not.

Mr. Kreimann added that while Mr. Tripp covered the entitlement side of the process, the pipeline projects would return to SCHC for the proprietary endorsement process.

Mr. Levine spoke about his organization's views on Marina del Rey, the measures in the Local Coastal Program Major Amendment (LCPA) and other measures that his organization supports, and the possible burden to lessees of the proposed mitigation measures.

Mr. Davis spoke about former industrial activities in Marina del Rey and asked they be considered in the amendment. He noted that the LCP review is flawed and that the LCPA is inconsistent with California and Federal Law. He suggested that Marina del Rey be placed under the control of stakeholders selected by Congress.

Mr. Nahhas commented on the environmental impact of the LCPA and the Master Waterside CDP, as well as DPW's reconditioning of the water and sewer pipes in the Marina. He noted that the LCP periodic review process

Marina del Rey Design Control Board & Small Craft Harbor Commission Joint Meeting September 15, 2010
Page 3

was not complete and that the County and private developers disagreed with the California Coastal Commission's recommendations. He added that Marina del Rey should be for recreational boating.

Ms. Carter said that the format of the LUP and LIP were good and that what the County was proposing in the LUP was sound.

Mr. Barish asked why Parcel 9 was not a pipeline project, about the traffic conditions between 1991/1994 and the present, and whether the projects Mr. Kurtz spoke about were approved. He also asked about construction of new apartments and about studies regarding dry stack storage in Marina del Rey, as well as the project approval process followed by the California Coastal Commission. He also asked if a Cumulative Impact Study was completed and how the order of the speaker cards was determined.

Mr. Van Wert stated he supported the LCPA and complimented Mr. Tripp for his presentation and the County for its transparency.

Ms. Marino asked a series of questions about slip allocation, slip allocation studies, and slip acreage allocated to the various classes of boats. Ms. Marino also asked the Design Control Board to ask questions about recent policy changes and asked for additional meetings to be held in Marina del Rey regarding the LCPA.

Mr. Hakim spoke on the use of the Marina parking lots and dry-stack storage.

Mr. Rizzo read a statement about the County's management of Marina del Rey.

Mr. Waldman noted that comments from residents within and outside the Marina should be considered and stated that the LCP process allowed numerous amendments to be considered collectively.

Steven Cho commented on the individual impacts of the proposed projects on Mothers' Beach.

Mr. Hogan stated that the LCPA was an opportunity to improve Marina del Rey and commented on the development of the Marina promenade.

Mr. Friedman spoke about the Oxford Basin, its value to the community, and its need for a regular maintenance schedule.

Mr. Clark spoke as a representative of the Neptune Marina Apartments project and noted that the Villa Venetia project was a good example of how there is a balance between rehabilitation and redevelopment projects.

Mr. Riley spoke about the enlargement of Marina del Rey boating slips to accommodate larger boats and support for additional dry stack storage facilities. He noted the need for more hotels, recreational facilities and bike paths for visitors and residents.

Ms. Younis suggested that the Marina del Rey promenade cross Fiji Way toward the adjacent wetlands.

Mr. Lesser asked if the construction noise standards in Marina del Rey were realistic and stated that there is a plan for the Oxford Basin and appreciated the comments received. He also stated his objection to the timeshare component of the Parcel 9 proposal and noted that the Villa Venetia project was an ideal solution to redevelopment problems.

Mr. Wong asked about the status of the dry stack storage project through the appeal process to the Regional Planning Commission and how the land use changes are addressed. He also asked if the dry stack storage would be incorporated in the LCPA and if it would return for DCB review.

Mr. Tripp stated that the project had not gone to the Regional Planning Commission and that the Regional Planning Department was still reviewing the environmental impact report.

Marina del Rey Design Control Board & Small Craft Harbor Commission Joint Meeting September 15, 2010 Page 4

Mr. Faughnan said that if the project is approved by the California Coastal Commission it would be resubmitted to the Design Control Board. He also noted that the project was now a part of the Regional Planning Department's timeline and that the public would still have a chance to comment on it.

Mr. Rifkin asked for a response to Ms. Marino's questions.

Mr. Tripp said that his department is preparing a report to the California Coastal Commission that would respond to questions and comments by the public and that the Small Craft Harbor Commission would receive a copy of it.

Ms. Jubany requested a copy of the report so the DCB could understand how the public comments had been addressed.

Mr. Alfieri asked for a report on the plan for the ongoing maintenance of the Oxford Basin at the next Small Craft Harbor Commission.

Mr. Kreimann said the report would be provided and that the Department of Beaches and Harbors had dedicated more resources to the maintenance of the Oxford Basin.

Mr. Phinney agreed with Ms. Younis's proposition about the bike path and promenade and objected to the exclusion of specific parcels from a continuous waterfront promenade. He also commented on the proposal to grant Parcel 125 limited hours for public access.

Mr. Lesser asked that the re-sizing of slips be coordinated with the construction of the dry stack storage so that boaters are not inconvenienced during the construction process.

Mr. Kreimann stated that the purpose of the Master Waterside CDP was to coordinate slip availability issues and noted that the dry stack storage project was proceeding slowly due to the number projects currently in the review process.

Mr. Tripp stated that the Parcel 125 restrictions were already in the 1996 certified LCPA document.

Mr. Phinney asked that the language be removed from the document.

Mr. Kreimann stated that the Department had been talking with the Parcel 125 lessee to remove the promenade access restrictions.

Mr. Phinney stated that he and the other members of the Design Control Board were not opposed to the dry stack storage project but objected to its design. Commissioner Lessor agreed that the design is unappealing.

#### Adjournment

Mr. Kreimann moved to adjourn the meeting at 2:30 p.m. Unanimously approved.

Respectfully Submitted,

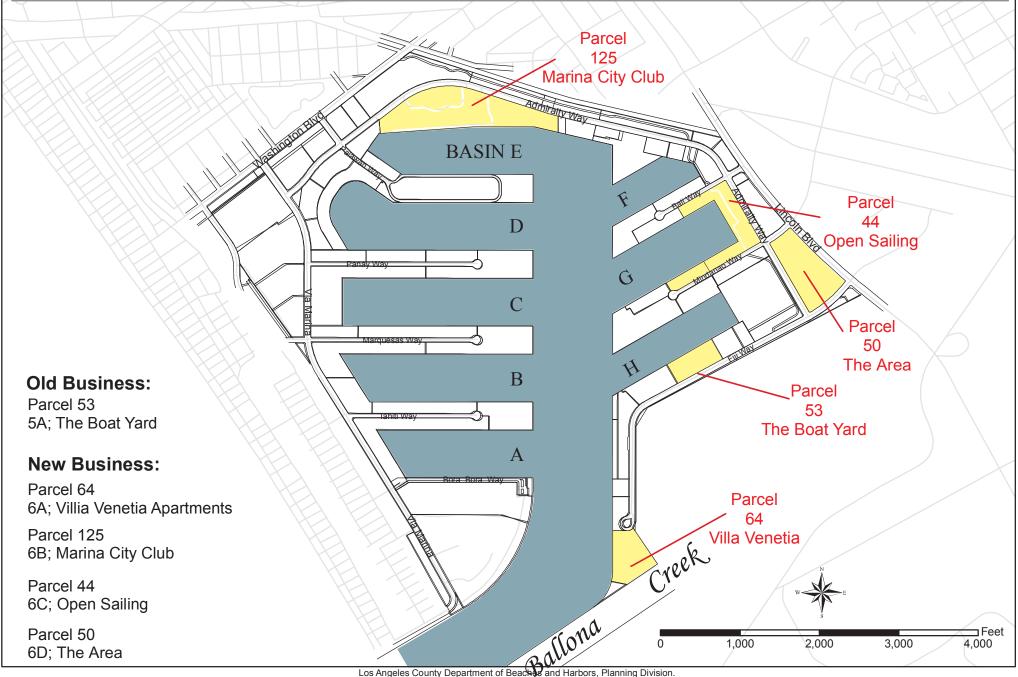
Lewis Jackson

Secretary for the Design Control Board



# Locations of November 17, 2010 DCB Items

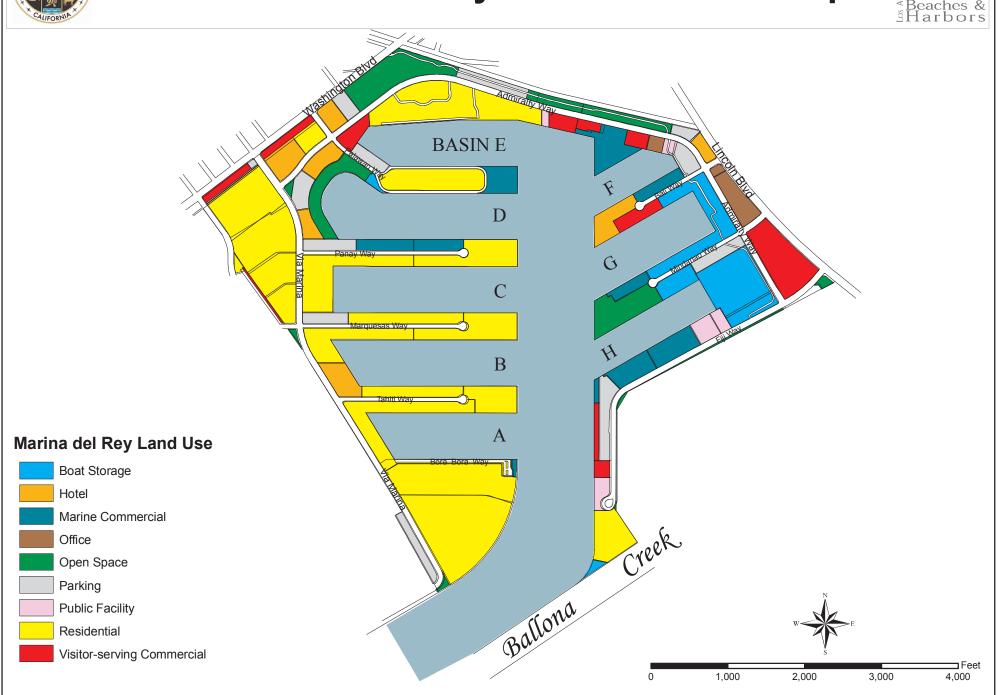






# Marina del Rey Land Use Map









Santos H. Kreimann

Director

**Kerry Silverstrom** Chief Deputy

November 10, 2010

TO:

**Design Control Board** 

FROM:

Santos H. Kreimann, Director

SUBJECT:

ITEM 5A - PARCEL 53 - THE BOATYARD - CONSIDERATION OF NEW

SIGNAGE FOR DENISON YACHT SALES AND NAOS YACHTING - DCB

#10-012B

Item 5A on your agenda is a returning joint submittal from Denison Yacht Sales and Naos Yachting (Applicant), sublessees at The BoatYard, seeking approval of two permanent business identification signs on the existing building facade and one directional sign on the western fenestration. In August, your Board continued its consideration of the Applicant's submittal pending a revised application that addresses DCB concerns regarding sign mounting location and the prominence of any signage mounted on the fascia of the butterfly-shaped roof.

## **Existing Conditions**

The existing building is split-level. A single-story section that accommodates offices surrounds the southern half of the building, and a taller garage stall area for the accommodation of boats is located towards the north. The building is primarily glass windows on the bottom half, with a smooth stucco facade located directly above. A wavelike design feature adds interest to the taller portion of the building. Building colors include white with blue trim accents. No permanent business identification signs currently exist at either establishment; however, a blue sign indicating "BoatYard" is affixed to the upper portion of the building's garage.

## **Proposed Signs**

The Applicant is proposing to attach two new business identification signs, one for each new sublessee, and one new directional sign. The two business identification signs (identified below as Signs 1 & 2) are planned on the south facade and are to be constructed of painted rigid sign foam that is mounted on the building's stucco fascia. The directional sign (Sign 3) is proposed to be made from vinyl and will be located on the west side of the building upon the glass above the entrance door. Each sign is proposed to have the following details and dimensions:

Sign 1: Naos Yachting Business Identification (26" high by 152" long and 3" thick, mounted 11' above grade)

Line 1 - "Naos" in blue (PMS 289C) 26" custom font 26" tall & "yacht sales" in blue (PMS 289C) 7" custom font.

Design Control Board November 10, 2010 Item 5A Page 2

**Sign 2: Denison Yacht Sales Business Identification** (28" high by 104" long and 3" thick, mounted 11' above grade)

Line 1 - "Denison" in blue (PMS 289C) 8" custom font.

Line 2 - "yacht sales" in blue (PMS 289C) 4" custom font.

Between the two lines of text is the corporate logo, a series of seven flags, which incorporates three additional colors: red (PMS 485C); black (PMS 2C2X) for the circle; and yellow (PMS 3965C).

**Sign 3: Denison Yacht Sales Directional Sign** (18" high by 48" long, mounted about 8' above grade)

Line 1 - "Denison" in blue (PMS 289C) custom font, 8" tall.

Line 2 - "yacht sales" in blue (PMS 289C) 4" custom font.

The sign is proposed to be vinyl that is applied to the glass over the entrance door on the west elevation. The sign background is red/orange (PMS 173C) and contains a corporate logo in between the two lines of text. The logo, a series of seven flags, incorporates three additional colors: red (PMS 485C); black (PMS 2C2X) for the circle; and yellow (PMS 3965C).

The signs will be centered and secured above the existing storefront windows with mounting screws. The new business identification signs will not be illuminated.

#### STAFF REVIEW

The subject sign application is before your Board pursuant to Section 2.a. of the *Revised Permanent Sign Controls* and *Regulations* (*Sign Controls*). Staff finds that the dimensions and materials of the requested permanent signs meet the standards set forth in Sections 4 and 5, Permitted Permanent Signs, of the *Sign Controls*.

The Department recommends APPROVAL of DCB #10-012B, with the condition that the Applicant obtains further review and approval from the Department of Regional Planning before installation.

SHK:GJ:PW:KK:PD:ks





November 10, 2010

Santos	H.	Kreimann
	Dire	ector

**Kerry Silverstrom** Chief Deputy

TO: **Design Control Board** 

FROM: Santos H. Kreimann, Director

SUBJECT: ITEM 6A - PARCEL 64 - VILLA VENETIA APARTMENTS - CONSIDERATION

OF PROPOSED RENOVATION DETAILS - DCB #10-015

Item 6A on your agenda is a final design submittal from the Parcel 64 lessee, Lyon Realty Advisors (Applicant), for the rehabilitation of existing buildings and other landside improvements and amenities that make up the Villa Venetia residential project.

This is the Applicant's final design submittal, which provides additional information about the proposed colors and materials for each of the exterior alterations and new signage. A few minor changes have been made since the August conceptual design submittal, which are highlighted below in the New Main Entry section.

### **Exterior and Common Area Improvements**

The proposed rehabilitation will include modernizing the interior and exterior building features, common areas and the overall site plan.

Highlighted below are the details for the renovation:

#### 1. New Building Façades

No changes have been made since the August submittal. The façades of all buildings will be refurbished and modernized. This will include replacement of existing plaster with a wood tone cement board cladding framed by a band of white plaster. Accent colors will be incorporated into the design of each building. A summary of the materials and colors is as follows:

Cement Board Siding: Hardie Plank, Country Lane Red
Stucco: Dunn Edwards, White DEW380
Hand Rails: Stainless Steel Cable
Columns: Dunn Edwards, Grey DE6361
Balcony Walls: Dunn Edwards, Brown DE6063
Accent Colors (balconies): Building 1: Dunn Edwards, Yellow DE5353;
Building 2: Dunn Edwards, Orange DE5200; Building 3: Dunn Edwards,
Green DF5612: and Building 4: Dunn Edwards, Blue DE5849.

Design Control Board November 10, 2010 Item 6A Page 2

## 2. New Main Entry

At the suggestion of your Board, the site plan was amended to include an opening in the perimeter access road barrier to allow bicycle access to the Ballona Creek Bicycle Trail. However, the Department's Transportation Engineer has expressed concern about the location of the entrance and the potential for creating poor sight distances for merging bicycle traffic. The Applicant is considering relocating the entrance to the most southerly corner of the site near the UCLA Boathouse where more suitable access conditions exist.

The Applicant has also substituted the Mexican Fan Palm with regionally-native California Palm trees in this location.

Details have been provided for the entry and motor court. Unique stamped paving is planned for the main entranceway (including a portion of Fiji Way) and the new entrance-area parking lot as follows:

Integral Color Concrete: Shaw Beige and Light Sandblast
Integral Color Concrete: Shaw Beige and Heavy Sandblast
Pre-cast Pavers: Cordova Brown (not Fiji Way)
Bituminous Asphalt: Black (not Fiji Way)

## 3. Pool Area, Clubhouse and Hardscape

Additional details have been provided. Colors and materials for the existing four courtyards include the following:

Seating Areas: Cordova Brown
Patio Surface: Ash White
Patio Surface: Winter Beige
Patio Surface: Wood Decking
Planter Walls: Granada White
Planter Walls: Stainless Steel
Patio Surface Panel: Synthetic Turf
Walkways: Shaw Beige

### 4. Landscaping and Lighting

The landscaping plan has not been altered from the last submission, however, a planting schedule with pictures has been provided. Specific lighting fixture details are also included.

Three basic types of lights are proposed within the motor courtyard, Marina Walk, and terrace gardens: 1) Bega pole light with a white acrylic diffuser; 2) Bega recessed wall lights with louvers; and 3) Bega bollard lights with 360 degree distribution.

Design Control Board November 10, 2010 Item 6A Page 3

Downlighting is provided at the Sunset Terrace Courtyard with B-K Lighting downlights.

## 5. Marina Walk (public promenade)

No changes have been proposed since the August submittal. The Marina Walk is proposed to be enhanced with varying concrete paving materials, trash receptacles, furnishings, and four enhanced lookout areas. New lighting and signage are also planned.

Marina Walk Surface: Integral Color Concrete Westwood Brown and Heavy
and Light Sandblast
Seating Area Ground Surface: Decomposed Granite
Turf Strips: Grasscrete
Lighting: Bega bollard with 360-degree distribution

### 6. Signage

The Applicant is proposing three sign types:

- 1) Project Identification Monument (Sign 1);
- 2) Wayfinding (Sign 2); and
- 3) Interpretive (Sign 3).

A plan has been provided that depicts the proposed number and location for each of the signs. The monument sign is proposed at the main entrance near the water feature. Four wayfinding signs are proposed, one at each entrance to the Marina Walk, one near the north Marina Walk access, and another in the location of the proposed bike path entrance at the south end of the site. Interpretive signage is reserved for the Marina Walk, where five signs are located near viewing areas.

Each sign is proposed to have the following details and dimensions:

Sign 1: Project Identification Monument Sign – Approximately 36 square feet in area (4'-3" high by 8'-7" long, 8" thick).

Line 1 - "BREAK WATER" in black and blue custom 6¾" Futura (Book) font.

Line 2 - "APARTMENT COMMUNITY" in black 23/4" Futura (Medium) font.

The Monument sign is designed as an internally-illuminated fabricated stainless steel cabinet with a transparent blue colored cast acrylic background panel and flat cut-out painted aluminum logo centered within the sign. The face of the cabinet is proposed to be up-lit with zero profile vault light fixtures, and the base of the cabinet will be set in a subgrade concrete footing, situated in a bed of polished stones to match the water fountain that is proposed nearby.

Design Control Board November 10, 2010 Item 6A Page 4

**Sign 2: Wayfinding Sign** – Approximately three square feet in area (1'-8" high by 1'-7" long, 3¾" thick, mounted 4'-6" above grade).

Note that the sign language and symbology will vary. A Futura (Medium) font type is proposed with text that is 2½" high.

The Wayfinding sign is proposed to be a layered sign panel with a transparent blue colored cast acrylic back panel and a stainless steel face panel with applied die cut vinyl text and protective satin clear coat. The sign panel will be mechanically secured to a stainless steel square tube post set that is grounded in a concrete footing.

**Sign 3: Interpretive Sign** – Approximately three square feet in area  $(1'-7\frac{1}{2}")$  high by 1'-8" long,  $1\frac{1}{4}$ " thick, mounted about 3'-10" above grade).

Note that the actual language for each of the Interpretive signs will vary depending upon interpretive subject matter; the example shown pertains to the birds of the Marina. Futura (Medium) and Futura (Medium Oblique) font types are proposed.

The Interpretive sign is also a layered sign panel with transparent blue colored cast acrylic back panel; however, this sign will have a stainless steel face panel with a direct printed image and text and will be protected with a satin clear coat. The sign panel will be mechanically secured to a stainless steel square tube post set grounded in a concrete footing.

#### STAFF REVIEW

Staff finds the design of the proposed renovation to be consistent with other contemporary development styles, incorporating a nautical theme, within the harbor. The site's redevelopment will modernize and enhance the built environment at this prominent location on the harbor's main channel. The promenade improvements are consistent with the 1998 Marina Walk Design Guidelines. The subject sign application is consistent with Section 2.a. of the *Revised Permanent Sign Controls and Regulations* (Sign Controls). Staff finds that the dimensions and materials of the requested permanent signs meet the standards set forth in Sections 4 and 5, Permitted Permanent Signs, of the Sign Controls.

The Department recommends <u>FINAL REVIEW APPROVAL</u> of DCB #10-015, per Section 22.46.1110.D.2 of Title 22.

SHK:GJ:PW:KK:PD:ks



November 10, 2010



Santos H. Kreimann

Director

**Kerry Silverstrom** Chief Deputy

TO: **Design Control Board** 

Santos H. Kreimann, Director FROM:

SUBJECT:

ITEM 6B - PARCEL 125R - MARINA CITY CLUB - CONSIDERATION OF

Jahn 4. The

MARINA WALK IMPROVEMENTS AND SIGNAGE - DCB #10-016

Item 6B on your agenda is a submittal from the lessee of Parcel 125R, Essex Property Trust (Applicant), for design review of proposed renovations to the 1,400-foot segment of the promenade (hereafter Marina Walk), fire access lane, and associated new signage adjoining the waterfront along the southerly boundary of Parcel 125R.

## **Existing Parcel 125R Conditions**

The Parcel 125R leasehold is located in the northernmost part of Marina del Rey between Admiralty Way and Basin E of the harbor. Uses surrounding the parcel include the Oxford Basin flood control facility located on the north side of Admiralty Way at the Marina boundary with the City of Los Angeles, as well as the Los Angeles County Fire Station east of the Ritz-Carlton Hotel.

The parcel consists of 19.7 acres of land and 10.5 acres of water area. It is improved with multiple structures for various uses on the landside and a 16-dock marina. The Marina City Club (MCC), a multi-unit residential project consisting of six 17-story crescent-shaped towers and one three-story apartment building, occupies most of Parcel 125R's landside. The remainder of the parcel is occupied by the FantaSea Yacht Club (sublessee) on the west side of the MCC residential complex. The Ritz-Carlton Hotel, Parcel 125H, is located across Via Regatta, a small private driveway, east of the MCC. Both of these parcels have a connection to the waterfront along Basin E, and each is associated with a particular existing profile of Marina Walk/fire lane/marina access. The 600 condominium units are owned by individual homeowners who are independent of Applicant, while the 101-unit Marina City Promenade Apartments and the marina are owned by Applicant.

The existing Parcel 125R Marina Walk is approximately 1,400 feet in length. At the westernmost end nearby the FantaSea Yacht Club, the first 50-foot segment is 24 feet wide and serves a dual purpose as a pedestrian walk and fire access lane. To the east, the waterfront public area is divided into a Marina Walk adjacent to the seawall and a separate, gated 20-foot wide fire lane. The Marina Walk is three feet wide for the first 100 feet or so and then increases to eight feet for the remaining length parallel to the seawall and Marina City Promenade Apartments. Throughout the length of this portion of the Marina Walk, the Marina Walk and the fire lane are divided by a six-foot high steel picket fence, originally installed due to security concerns over unrestricted access to the private

Design Control Board November 10, 2010 Item 6B Page 2

residential areas. The Marina Walk surface is concrete while the fire lane surface is asphalt. This segment is improved with nine seating benches and small groupings of palm trees that are accessible from the Marina Walk but encroach into the fire lane. At the Via Regatta driveway, where the Ritz-Carlton leasehold begins (Parcel 125H), the fire access lane and Marina Walk are combined into a 20-foot wide access way.

## **Existing Marina Walk Provisions**

In 1998, design guidelines were adopted for Marina del Rey's waterfront promenade (now being branded as the "Marina Walk"), which identify the subject waterfront area as a component within a "Grand Promenade" area and call for a consistent treatment of paving, fencing, landscaping and furnishings in the subarea that includes Parcels 40, 44, 125, 129, 130, 131, 132, 133, and 134. The guidelines also call for creating as wide a landscaped Marina Walk as possible to accommodate the largest number of persons walking in between major destinations.

The Marina del Rey Local Coastal Program (LCP) also addresses the public waterfront area in terms of Coastal Act objectives for shoreline access. The certified LCP Land Use Plan places a time-of-use restriction on Parcel 125, requiring that the public be allowed to access the Marina Walk from 7:00 AM to 9:00 PM.

## **Proposed Marina Walk Alterations**

During lease negotiations in 2004, the County was able to negotiate for a marina replacement project, as well as an option for the County to receive a dedicated 12-foot wide easement for a public Marina Walk along the entire MCC waterfront to improve the existing restricted access condition. Subsequently, Applicant has volunteered to include Marina Walk improvements concurrent with the reconstruction of its anchorage. Now that Applicant is moving forward with its dock replacement plan, it is proposing to simultaneously renovate the Marina Walk, fire access lane, and associated signage within the Marina City Club leasehold. All work is proposed between the first building and the seawall.

Two typical design types are proposed for the Marina Walk renovation. Each section will provide 24-hour public access within the 12-foot Marina Walk:

- 1. <u>Section A</u>, which starts from the western end of the leasehold and extends approximately 200 feet eastward through the FantaSea Yacht Club area, includes the Marina Walk together with the fire access lane within a 21'-7" and greater travel way; and
- 2. <u>Section B</u>, which continues from Section A eastward approximately 1,200 feet, includes a 12-foot Marina Walk and a separate 20'-6" fire access lane that is gated

Design Control Board November 10, 2010 Item 6B Page 3

on each end. The fire access lane is separated from the Marina Walk by a six-foot high fence.

Eight new seating benches are proposed along the seawall, together with a blade-shaped shade structure, a trash receptacle, and plantings of Lily Turf and Red Bunny Tails. The surface treatment in these seating areas will vary from the primary hexagonal charcoal and tan pavers to include Blue Creeper Juniper groundcover interspersed between wider-spaced paving units. Halophane pole lights are proposed approximately every 40 feet. Additional planting areas are provided along the Marina Walk near the separating fence in 16 small groupings, which include Mexican Fan Palms, Phormium Tenax, and Blue Creeper Juniper.

Each end of the Marina Walk has a slightly different treatment. On the western end near FantaSea Yachts, tempered glass fencing is proposed to separate the public travel way from the restaurant patio seating. On the eastern end, a widening of the landscape strip that is between the fire access lane and the MCC building will accommodate additional Star Jasmine, Bougainvillea and Day Lily plantings. The paving surface of the fire access lane is proposed to include a chocolate color and Appian Fan pattern in the locations leading from the Marina City Club to the gangway gate.

### Fencing, Gates and Signs

Fencing is proposed along the seawall and at the perimeter of the fire access lane. A dark-colored 42" wire mesh fence with a wave pattern is proposed for the length of the seawall. A 6-foot tall wire mesh fence will separate the Marina Walk from the fire lane.

Glass gates are proposed near each of the eight gangways and at each of the seven entrances to the fire access lane from the Marina City Club. Tempered glass, with an etched Marina City Club logo, dock number, and a small lighting unit, is fitted within each gate. Small polyethylene informational signs that display slip numbers, contact information, and notices are proposed upon the utility enclosure at each gangway.

#### STAFF REVIEW

As earlier stated, the 1998 Marina Walk design guidelines identify the subject waterfront area as a component within a "Grand Promenade" area and call for consistent treatment of paving, fencing, lighting, trees, and pedestrian furnishings. The Marina Walk in front of all parcels in this subarea, but for the Ritz-Carlton Hotel section, are quite dated. The Ritz-Carlton Marina Walk is the newest and boasts an attractive design and pedestrian amenities, however, it, too, was built over a decade ago in the 1990s. Therefore, staff notes that the design features proposed by Applicant might well be required of other lessees in this subarea in the future to achieve the required consistency.

Staff has determined that the plans submitted by Applicant, with the exception of the walkway's width, will serve as an effective model for future Marina Walk renovations within this entire subarea. Generally, we believe the furnishings, landscaping, lighting, fencing,

Design Control Board November 10, 2010 Item 6B Page 4

and surface treatments are of the type and quality approved by your Board in other areas of the Marina Walk.

However, staff notes that existing Parcel 125R site constraints, namely the location of buildings on the parcel and the need to provide a sense of security to the apartment renters and condominium owners, prevent widening the public waterfront to meet the 28-foot requirement for a combined Marina Walk and fire lane. In nevertheless recommending approval of this proposed plan, we note the following:

- The existing Marina Walk is generally 8 feet wide and a stretch of approximately 100 feet has only a three-foot width. Further, the LCP only allows the County to require Applicant to keep this walkway open from 7:00 AM to 9:00 PM. In contrast, the new Marina Walk will have a minimum width of 12 feet and, where it joins the fire access lane at the FantaSea Yacht Club area, the width is 21'-7" and greater. Furthermore, the new Marina Walk will be accessible to the public at all times.
- The standard of the 28-foot Marina Walk only applies to new development, not to renovation of existing facilities. Therefore, there is no legal basis for the County to require Applicant to provide a 28-foot Marina Walk unless Applicant agrees to the condition. Unfortunately, Applicant has been unable to obtain agreement from the Condominium Association that represents the 600 condominium owners to widen the Marina Walk beyond the County's 12-foot easement.
- The proposed project is a significant improvement compared to the existing conditions. Should County approval with respect to these improvements not ultimately be achievable, Applicant may proceed to replace the docks without regard to improvements to the Marina Walk and, in such an eventuality, any future improvements will not be required from or funded by Applicant.

Given all the foregoing facts and limitations, staff believes Applicant's proposal is the best plan that balances numerous competing interests and has the support of the various stakeholders. Note in this regard that we have attached three letters we have received regarding this submission.

Staff finds the proposed design application consistent with the Marina Walk design guidelines and recommends <u>APPROVAL</u> of DCB #10-016, with the condition that Applicant, if requested, returns to the Design Control Board, after Regional Planning approvals, with final design plans for signage and other architectural design features for final review and approval per Section 22.46.1110.D.2 of Title 22.

SHK:GJ:PW:ks Attachments (3)



April 26, 2010

Mr. Santos Kreimann, Director Beaches & Harbors 13837 Figi Way Marina del Rey, CA 9092

Mr. John Ainsworth, Deputy Director Coastal Commission South Coast District Office 200 Oceangate, 10th Floor Long Beach, CA 90802-4416

Re: Marina City Club Dock Rehabilitation

Dear Mr. Kreimann and Mr. Ainsworth,

We have reviewed the March 2010 proposed dock rehabilitation plan. We urge the county to expedite the completion of the dock replacement portion of the project.

We are extremely concerned about the proposed widening of the Promenade walkway and the removal of the security fencing. If the fencing is removed, the security of the homeowners and residents would be seriously compromised. Marina City Club is a gated community with restricted access. We have a 24 hour security company who monitors ingress onto our property at the entrances on Admiralty Way. Removal of the fencing would allow the public access to our property. The majority of owners purchased here because it is a secure property. In addition to compromising security, open access would lower property values at the Marina City Club.

We urge you to consider the security and property values of Marina City Club when approving this project.

Thank you.

Sincerely.

President, Marina City Club Condominium Association

cc: Marina City Club Board of Directors

Department of Beaches and Harbors

MAY 3 10

Into Act

Director

Chief Deputy Director

Deputy Director

Executive Assistant

Admin. Services

Asset Management

Facilities Property Mice

Community Services

4333 Admiralty Way, Marina del Rey, California 90292 310/822-0611 • 310/822-1696 Professionally Managed by Seabreeze Management Company, Inc.



October 6, 2010

Los Angeles County
Department of Beaches and Harbors
Design Control Board
13837 Fiji Way
Marina del Rey, CA 90292

Re: Parcel 125

Essex Marina City Club Marina

Honorable Members of the Board:

On behalf of The Ritz-Cariton, Marina del Rey, this letter serves as support of the renovation of the promenade, docks and boat slips located in the E-Basin of the marina, which is proposed for the improvements currently under consideration by the County of Los Angeles.

It is our belief that progress is necessary to continue to attract visitors and locals alike to enliven the Marina as a destination for both residents and recreational boaters. The progress that has been made to date in the renovation discussions have appeared to address the needs of all concerned, including the residents, our hotel guests and customers, and for the boat owners who rely upon safe and secure user friendly facilities to pursue their respective activities.

Please feel free to contact me directly if you should have any questions or comments regarding our support and accommodation of the proposed redevelopment project in Marina del Rey.

Very truly yours,

Usa Conway

Lisa Michelle Conway

Dockmaster, The Ritz-Carlton, Marina del Rey



## Marina del Rey Lessees Association

C/o Mr. Timothy C. Riley, Executive Director 8537 Wakefield Avenue Panorama City, CA 91402 Telephone: 818-891-0495; FAX: 818-891-1056

October 14, 2010

RECEIVED OCT 1 8 2010

Design Control Board c/o Department of Beaches and Harbors 13837 Fiji Way Marina del Rey, CA 90292

RE: Marina City Club (Parcel 125) Promenade Renovation Project

**Dear Board Members:** 

The Marina del Rey Lessees Association has reviewed the Marina City Club's proposed dock reconfiguration and promenade access plans, which will result in much needed renovation and upgrading of both waterside and landside amenities.

The issue before the Design Control Board at its October 20, 2010 meeting is an approval of the 24-hour promenade access plans. The Association strongly supports the proposed continuous and open public access of the promenade that will allow residents and visitors alike to enjoy inviting waterfront views as they walk from apartments and hotels to local restaurants and other retail businesses.

The proposed rehabilitation plans for the open access of the promenade will make Marina del Rey a more welcoming and visitor-friendly community. The promenade plans include improved signage and visual appeal that should attract new patronage to surrounding businesses and restaurants.

We hope the Design Control Board will look favorably upon the Marina City Club's proposed enhancement of an open and accessible promenade that will result in a vital improvement to our community.

Sincerely,

David O. Levine

President





Santos H. Kreimann Director

November 10, 2010

TO: **Design Control Board** 

Santos H. Kreimann, Director FROM:

**Kerry Silverstrom** Chief Deputy

SUBJECT: ITEM 6C - PARCEL 44 - GOLDEN WEST PROPERTIES - OPEN SAILING

**USA - CONSIDERATION OF NEW SIGNAGE - DCB #10-017** 

Item 6C on your agenda is a submittal from Golden West Properties (Applicant) seeking approval to refurbish an existing freestanding business identification sign on the northwest corner of Admiralty Way and Mindanao Way. The sign is proposed for Open Sailing USA, a business located on Parcel 44 at 4695 Admiralty Way.

## **Freestanding Business Identification Sign**

The existing single-sided, freestanding business identification sign is located near the main entrance of Parcel 44 at the corner of Mindanao Way and Admiralty Way. The existing sign consists of a wave-shaped sheet metal cabinet mounted on top of a metal pole that is fashioned with a widening metal skin feature. The sign cabinet measures 84" high by 96" long with Open Sailing's signature logo centered on its face and measuring about 30" tall and 661/2" wide. The sign background includes white on the upper two-thirds and red on the bottom third. The following lettering is proposed:

Lines 1 and 2 - "OPEN SAILING" in red (PMS485 2X) 41/2" Concielian font, wood letters.

Line 3 - "HIGH PERFORMANCE" in white 4½" Nimbus Sans T font, vinyl letters.

Line 4 - "SAILING CENTER" in white 5½" Nimbus Sans T font, vinyl letters.

Line 5 - "BOATS GEAR LESSONS" in black 4" Nimbus Sans T font, vinyl letters.

The Applicant proposes to maintain the sign in the same location without altering the overall size or shape. It is proposed that the sign would be cleaned, repainted, and then refashioned with new lettering and graphics as depicted above. The sign is proposed to remain non-illuminated, however, a single neon bulb remains on the existing sign and should be removed during renovation.

### **STAFF REVIEW**

The subject sign application is before your Board pursuant to Section 2.a. of the Revised Permanent Sign Controls and Regulations (Sign Controls). Staff finds that the dimensions and materials of the requested permanent sign meet the standards set forth in Sections 4 and 5. Permitted Permanent Signs, of the Sign Controls.

Design Control Board November 10, 2010 Item 6C Page 2

The Department recommends APPROVAL of DCB #10-017, with the following conditions:

- 1. Applicant obtains further review and approval from the Department of Regional Planning before installation.
- 2. Applicant removes existing neon bulb during renovation.

SHK:KK:PJD:ks





November 10, 2010

TO: **Design Control Board** 

Santos H. Kreimann, Director FROM:

Santos H. Kreimann Director

> **Kerry Silverstrom** Chief Deputy

SUBJECT: ITEM 6D - PARCEL 50 - MARINA WATERSIDE SHOPPING CENTER -

THE AREA - CONSIDERATION OF NEW SIGNAGE - DCB #10-018

Item 6D on your agenda is a submittal from Caruso Affiliated (Applicant) seeking approval to erect one new façade-mounted business identification sign within the Waterside Shopping Center at 4774 Admiralty Way.

### **Business Identification Sign**

The proposed sign is a reverse illuminated channel letter sign built from aluminum with a clear Lexan backing measuring 1'-3" high by 7'-11" long. The sign is 9.9 square feet in area and will be centered and mounted upon the front facade above the existing awning at 18'-8" above grade. The following lettering is proposed:

Line 1 - "THE AREA" in dark bronze Benguiat font.

The sign is proposed to be internally illuminated with 12-volt white Light-Emitting Diode (LED) lights, which will cast a halo through each letter's Lexan backing and onto the façade surface. Each of the letters in the sign will be affixed to the facade with plastic screw anchors. The letters will be mounted 11/2" from the façade and will have a depth of 3".

#### **STAFF REVIEW**

The subject sign application is before your Board pursuant to Section 2.a. of the Revised Permanent Sign Controls and Regulations (Sign Controls). Staff finds that the dimensions and materials of the requested permanent sign meet the standards set forth in Sections 4 & 5, Permitted Permanent Signs, of the Sign Controls.

The Department recommends APPROVAL of DCB #10-018, with the condition that the Applicant obtains further review and approval from the Department of Regional Planning before installation.

SHK:pjd





November 10, 2010

TO:

**Design Control Board** 

FROM:

Santos H. Kreimann, Director

SUBJECT:

ITEM 6E - CONSIDERATION OF THE 2011 DESIGN CONTROL

John U.

**BOARD MEETING SCHEDULE** 

The attached 2011 meeting and submittal filing schedule is provided for your consideration. All of the meetings are scheduled to begin at 12:30 p.m. on the third Wednesday of the month at the Burton Chace Park Community Building, 13650 Mindanao Way, Marina del Rey. At the request of your Board, evening meetings may be arranged whenever there is an agenda item that has broad community interest, such as the first time a development project is presented or policy initiatives by the Department of Regional Planning.

SHK:ks

Attachment





Santos H. Kreimann

Director

Kerry Silverstrom Chief Deputy

## DESIGN CONTROL BOARD 2011 MEETING AND SUBMITTAL FILING DEADLINES

The Design Control Board (DCB) will meet on the dates listed below. The filing deadline for any DCB meeting submittal is noon, four Wednesdays prior to the date of the meeting. Accordingly, the 2011 filing deadlines are as follows:

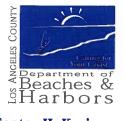
## **Meeting Date**

January 19, 2011 @ 12:30 p.m. February 16, 2011 @ 12:30 p.m. March 16, 2011 @ 12:30 p.m. April 20, 2011 @ 12:30 p.m May 18, 2011 @ 12:30 p.m. June 15, 2011 @ 12:30 p.m. July 20, 2011 @ 12:30 p.m. August 17, 2011 @ 12:30 p.m September 21, 2011 @ 12:30 p.m. October 19, 2011 @ 12:30 p.m November 16, 2011 @ 12:30 p.m. December 21, 2011 @ 12:30 p.m

## Filing Deadline

December 22, 2010 January 19, 2011 February 16, 2011 March 23, 2011 April 20, 2011 May 18, 2011 June 22, 2011 July 20, 2011 August 24, 2011 September 21, 2011 October 19, 2011 November 23, 2011





Santos H. Kreimann

Director

**Kerry Silverstrom** Chief Deputy

November 10, 2010

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 an opportunity to advise the Board of permits issued by the Department for temporary signs and canopies. Since our August 2010 report, no temporary permits have been issued by the Department.

SHK:pd



November 10, 2010



Santos H. Kreimann

Director

**Kerry Silverstrom** Chief Deputy

TO: **Design Control Board** 

Santos H. Kreimann, Director FROM:

SUBJECT: ITEM 7B - ONGOING ACTIVITIES REPORT

BOARD OF SUPERVISORS ACTIONS ON ITEMS RELATING TO MARINA DEL REY

On August 10, 2010, the Board of Supervisors (BOS) reappointed Russ Lesser to another term as a Small Craft Harbor Commissioner. Commissioner Lesser will continue to act as the appointee for the 4th District.

On September 7, 2010, the BOS reappointed Tony Wong to another term as a Design Control Board member. Commissioner Wong will continue to act as the appointee for the 5<sup>th</sup> District.

On September 14, 2010, the BOS adopted the Mitigated Negative Declaration and approved a 33-year lease extension with the Parcel 64 (Villa Venetia) lessee to allow for the renovation of the existing 224 existing apartment units, including apartment interiors. building facades, interior and exterior common areas, landscaping, hardscape, promenade, parking areas, and the immediately adjacent roundabout and center median within the Fiji Way right-of-way accessing the project, and the replacement, as required by the County, of the building systems. The final design of this project is before your Board as Agenda Item 6A.

On September 28, 2010, the BOS commemorated the appointment of Colonel R. Mark Toy as the Commander and District Engineer for the Los Angeles District, US Army Corps of Engineers (USACE).

On October 5, 2010, the BOS approved Supervisor Knabe's motion directing the Fire Department to take the lead in reviewing and developing a comprehensive and coordinated update to the County's 2004 Emergency Oil Spill Contingency Plan, involving the Sheriff's Department and the Departments of Beaches and Harbors and Public Works, as well as the Coast Guard, local coastal cities and oil companies, as appropriate.

Also on October 5, 2010, the BOS approved the contract for the construction of a sanitary sewer air scrubber along Admiralty Way in front of the Marina City Club. Construction is expected to start December 30, 2010 and continue until January 28. 2011.

Design Control Board November 10, 2010 Item 7B Page 2

## **REGIONAL PLANNING COMMISSION'S CALENDAR**

The Regional Planning Commission (RPC) hosted the first Marina del Rey Local Coastal Program Major Amendment public hearing on November 3, 2010. This amendment was presented to your Board and the Small Craft Harbor Commission by the Department of Regional Planning at a joint special meeting held on September 15, 2010. The next RPC hearing is scheduled for December 15, 2010.

On November 10, 2010, the RPC will hear a variance request from Caruso Affiliated to allow signage at the Waterside Shopping Center (Parcel 50) in excess of what is permitted by the signage regulations established by the Marina del Rey Local Coastal Program. The request is to allow five freestanding signs and to allow each subtenant one additional Design Control Board approved permanent window-mounted business identification sign, whether mounted upon a glass door or window.

On December 1, 2010, the RPC will consider a Coastal Development Permit request from FantaSea Yachts to increase its occupancy load from 280 to 299 persons to accommodate the existing charter boat business, a Conditional Use Permit application to allow the continued sale of alcohol, and a Parking Permit request to authorize the continued use of off-site parking facilities and increase the number of parking spaces from 93 to 100.

#### **COASTAL COMMISSION'S CALENDAR**

The Commission's November 17-19, 2010 meeting will be located at the Annenberg Community Beach House in the City of Santa Monica.

#### LOCAL COASTAL PROGRAM PERIODIC REVIEW UPDATE

A public hearing date for the Marina del Rey Local Coastal Program Periodic Review has not been determined. Staff will provide an update once information is available.

#### **SMALL CRAFT HARBOR COMMISSION MINUTES**

The July 13, 2010 meeting minutes are attached for your review.

#### MARINA DESIGN GUIDELINES UPDATE

There are no additional activities to report since August 2010.

#### REDEVELOPMENT PROJECT STATUS REPORT

The updated Marina del Rey Redevelopment Projects Descriptions and Status of Regulatory/Proprietary Approvals report is attached.

SHK:GJ:PJD:ks

Attachments (2)

# SMALL CRAFT HARBOR COMMISSION MINUTES July 13, 2010

**Commissioners:** Russ Lesser, Chairman; Allyn Rifkin, Commissioner; Vanessa Delgado, Commissioner; Dennis Alfieri, Vice Chairman; (excused absence); Albert DeBlanc, Commissioner (un-excused absence).

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

**County:** Thomas Faughnan, Principal Deputy County Counsel; Sergeant Deputy Rochford Sergeant Mike Carriles, Sheriff's Department; Michael Tripp, Regional Planning: .

#### Call to Order and Pledge of Allegiance:

Chairman Lesser called the meeting to order at 6:00 p.m. followed by the pledge of allegiance.

#### **Approval of Minutes:**

Chairman Lesser asked for a motion to approve the June 9, 2010 minutes. Moved by Commissioner Rifkin; seconded by Commissioner Delgado; unanimously approved.

#### Item 3 - Communication from the Public

Lynn Shapiro commented on the master plan, recreation, and parking availability.

John Rizzo spoke on parking spaces and public access.

Mr. Kreimann stated the County understands it is important to increase public access to the beaches at all times and is actively developing a program with various cities to attract more people for the off hours and non-peak seasons. The Department does not have the unilateral ability to expand the Marina or Beach area parking lots, but would have to coordinate with the Coastal Commission.

John Davis spoke on the SoCalGas easement and wanted to know the status of the underground pipeline.

Mr. Wong reported the gas line leak has been taken care of, that Sempra has remediated the soil and the pipeline has been cleaned and abandoned. The project was finished in 2007.

Patricia McPherson submitted a list of questions to the Department and requested the County provide answers regarding health and safety issues with the underground pipelines and the oil wells in Mariner's Village.

Mr. Faughnan indicated the Department will treat the submittal as a public records request and provide a response.

Chairman Lesser and Commissioner Delgado recommended the County give an update on the response to Ms. McPherson's submittal in the next staff meeting report.

Mr. Kreimann responded the Department will provide status of the response in the Ongoing Activities Report.

Kathy Knight would like full disclosure to the public on the well issues.

John Nahhas commented on the Bicycle Master Plan, biking in the Marina and the Waterside CDP.

Commissioner Alfieri requested an update on the Bike Plan.

Mr. Kriemann stated there has been no update from the Department of Public Works, but will send out an email blast about the remaining Bike Workshops, and will post it to the Department's web page.

Nancy Vernon Marino commented on the Bike Plan, and SCHC meeting notices.

Mr. Kreimann advised that the SCHC meeting was properly noticed.

#### Item 4 - Regular Reports

Sergeant Mike Carriles presented the monthly crime and liveaboard report.

Chairman Lesser would like a comparative six-month report to be presented at next month meeting.

Dusty Crane reported on the special events.

#### Item 6a - Approval of Amendment No. 8 to Lease N. 11834 - Parcel 113S (Mariners Village)

Paul Wong explained the amendment covers increasing the percentage rent in the office category and the security deposit, and to update the insurance provisions. There was no public comment. **Moved by Commissioner Delgado; seconded by Commissioner Rifkin; unanimously approved.** 

#### Item 6b - Master Waterside Coastal Development Permit

Santos Kriemann introduced the County's approach to rehabilitate seven anchorages in the Marina.

Gary Jones provided the overview of the Master Waterside CDP Plan and the factors that influenced anchorage design such as compliance with ADA requirements, changes in the Department of Boating and Waterways guidelines, elimination of double wide slips, and market trends. DBAW guidelines call for wider fairways, wider slips for both power and sailboats, and wider fingers. With the reconstruction of the seven marinas, it will create a total number of 4,253 slips.

Commissioner Rifkin asked if there are going to be plans for additional access for launching.

Santos Kriemann replied that there is enough launching access and the County has a plan that will improve the level of service.

Chairman Lesser asked about the timing and what is going to happen with the remaining marinas.

Santos Kriemann responded to his questions.

Leon Brooks spoke about small boats and vacant slips.

Dan Gottlieb stated the percentages on the report are not calculated correctly.

Darrell Steffey spoke about the sail boats, storage space and slip rates.

Chairman Lesser would like to know why the new marina's are putting in the double wide slips.

John Rizzo spoke on slip rates.

Nancy Vernon Marino commented on the plan and the noticing to boaters and residence about the meetings regarding the Master CDP Plan.

Larry Koch expressed support for the bundling of the dock projects.

Santos Kreimann explained that Parcel 8 (Bay Club) applied to the Coastal Commission prior to the Department's decision to bundle the projects.

John Nahhas spoke on spacing and loss of slips.

Chairman Lesser commented that with reconfigurations due to modern standards and changes in demographics affecting the reduction of slips, various sizes of slip widths should be considered.

Santos Kreimann stated that this is not a Master Plan but a Master Permit.

Commissioner Delgado stated that this is not new except that the separate projects are being bundled together.

Santos Kreimann commented that due to the Coastal Commission's limited resources, the County has agreed to combine the projects together and submit them all at once.

Roslyn Walker spoke on the Master Waterside Plan.

Lynn Shapiro commented about vacancy at Esprit and boating fees.

Dorothy Franklin spoke about getting a projection of the plan for the marina, and overlay of what is proposed by the County.

#### Item 7a - Staff Reports

Nancy Vernon Marino stated that there should be a forum to discuss shared uses of parking lots.

John Nahhas commented on staff report presentations and the Brown Act violation regarding item 6b.

Gerald Sobel spoke on having a public discussion, and slip rates.

Chairman Lesser mentioned that documents need to be legible.

Tom Faughnan responded that the County is not in violation of the Brown Act as all items distributed to the legislative body were made available to the public at the same time.

Paul Wong mentioned that the Board of Supervisor has adopted the recommendation to reject the proposal on Parcels 49 and 77; the item will now be off the agenda.

Chairman Lesser adjourned the meeting at 8:25 p.m.

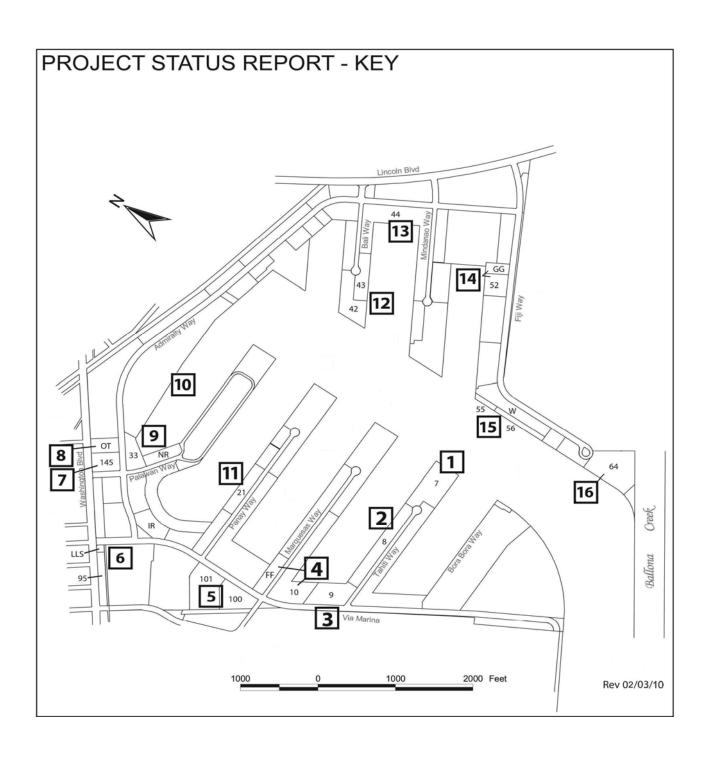
The recording of the meeting is now posted on-line at the DBH website at

http://marinadelrey.lacounty.gov/BandH/SCHCaudiofiles/July2010/SCHCJuly2010.pdf

### Marina del Rey Redevelopment Projects Descriptions and Status of Regulatory/Proprietary Approvals As of November 10, 2010

Map Key	Parcel No Project Name/Lessee	Lessee Name/ Representative	Redevelopment Proposed	Massing and Parking	Status	Regulatory Matters
<b>7</b> ′	Tahiti Marina/K. Hakim	Kamran Hakim	* Complete leasehold refurbishment; 149 apartments  * Relocate landside boater facilities  * 214 slips + 9 end ties will not be reconstructed at this time	Massing 3 stories, 36'-7" in height Parking Currently 465 spaces. Possible slight reduction of parking due to relocation of landside boating facilities. Impact is currently unknown.	Proprietary BOS action on term sheet on 9/29/09.  Regulatory The 30-day public review period of the MND was 3/15/10 through 4/14/10. BOS certifed MND on 7/20/10. Site renovation approved in concept by DCB on 7/21/10. DRP Site Plan application filed on 9/13/10.	No Variance proposed
8	Bay Club/ Decron Properties	David Nagel		Massing Two 3-story residential buildings over parking; 41' and 48'  Parking 315 residential parking spaces and 172 slip parking spaces	Proprietary Term sheet action by BOS August 2008; lease extension option approved by BOS 12/8/09.  Regulatory DCB conceptual approval on August 2008. Site Plan Review application filed with DRP on 12/4/08, approved 12/23/09.  BOS certified MND on 12/8/09. CDP application for new docks will be included in the Department's watersdie CDP.	No Variance proposed
Vaca	Woodfin Suite Hotel and ation Ownership/ odfin Hotels	Ben Ryan	* 19-story, 288-room hotel (152 hotel rooms and 136 timeshare suites) * 6-story parking structure containing 360 spaces * 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 project required parking to be located on site	Proprietary Term sheet action by BOS February 2007 Regulatory DCB conceptual approval on June 2006. RPC filing on November 2006. DCB approval of promenade improvements on 12/17/09. RPC approval of Tentative Tract Map, CDP, CUP, Parking Permit, Variance and FEIR for landside on 3/10/10. RPC approval of CDP for wetland park and Plot Plan for waterside on 3/10/10. Project appealed to BOS and meeting date to be determined.	CDP required from from CCC for waterside improvements
	FF Neptune Marina/ acy 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 1,012 project required parking spaces to be provided (103 public parking spaces to be replaced off site)	Proprietary Term sheet action by BOS August 2004; lease documents approved by BOS August 2008 Regulatory DCB conceptual approval on June 2006. RPC filing on November 2006. DCB approval of promenade improvements on 12/17/09. RPC certified EIR on 3/10/10 and recommended approval of Plan Amendment, CDP, CUP and Variance to BOS.	LCP amendment to allow apartments on Parcel FF, remove Open Space category, and transfer development potential fro other development zones Parking permit to allow 103 replacement public parking spac off site Variance for enhanced signage and reduced setbacks
	7 I O I THE BHOTES	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. 18-month extension of Option approved by BOS on 12/15/09.  Regulatory RPC approval June 2006; BOS heard appeal February 2006; and approved project March 2007. Per court order, EIR redone as to grading; BOS approved EIR 12/16/08; Plan check application filed	Variance for enhanced signage
	Marina West Shopping	Michael Pashaie/ David Taban	*23,500 square feet of commercial/retail/restaurant and public park component.	Massing Single story buildings Parking All parking required of the project to be located on site	Proprietary New Term sheet to be negotiated. Regulatory To be determined.	No Variance proposed
145		Dale Marquis	* Complete renovation of 134 rooms	Massing Two 3-story buildings, 42' and five 1-story bungalows, 22' Parking 208 parking spaces.	Proprietary BOS action on term sheet on 2/16/10.  Regulatory DCB initial hearing November 2008; conceptual approval granted January 2009. Initial Study received by DRP May 2009; 30-day public review period of the MND was 3/10/10 through 4/09/10. BOS certification of MND pending.	No Variance proposed
	Oceana Retirement Facility/ drich & Kest Industries	Jona Goldrich/ Sherman Gardner	* 114-unit congregate care units plus ancillary uses * 3,500 square feet of retail space * Replacement of 92 public parking spaces on site * Public accessway from Washington to Admiralty	Massing One 5-story residential (senior) building over ground-floor retail and parking; 65' tall  Parking On-site parking includes all required project parking, 92 public parking spaces (94 public parking spaces to be replaced off site near Marina Beach)	Proprietary Lease documents approved by BOS July 2008.  Regulatory DCB conceptual approval on August 2005; RPC filing May 2006. DCB approval of pedestrian plaza on 2/17/10. RPC certified EIR 4/28/10 and recommended approval of Plan Amendment, CDP, CUP, and Parking Permit to BOS.	LCP amendment to create Active Seniors Accommodations Land Use Category and rezone OT from Parking to Active Seniors Accommodations with Mixed Use Overlay Zone, antransfer development potential between Development Zones Parking permit for senior retirement facility and to allow son replacement public parking off site. No Variance proposed
33/1	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 or site.	Regulatory DCB conceptual approval on August 2004; revised project considered by DCB on August 2008 and December 2008	Change zoning for Pcls 33 and NR to Residential V with a Waterfront Overlay Zone. Parking permit to allow some replacement public parking off site. No Variance proposed
	5 Marina City Club	Essex Marina City Club, L.P.	* 282 slip marina will be reconstructed  * Marina Walk and fire access improvements with new pavers, railing, landscape and pedestrian amenities.	Massing No modifications to existing buildings proposed.  Parking Existing 361 shared parking spaces will remain unchanged.	Proprietary Lease amendment adopted by BOS on 7/6/10.  Regulatory DCB conceptual promenade design review scheduled for 11/17/10. DRP Site Plan Review application filed 10/26/10.  Proposed marina replacement is included in the County's master waterside CDP application to CCC. Reconstruction of Marina Walk and docks is anticipated from September 2011 through August 2013.	CDP for waterside is needed from Coastal Commission No Variance proposed
	Honday Harbor Courts/	Jona Goldrich/ Sherman Gardner	Phase 1  * 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  Phase 2 (Parcel C)  * Westernmost portion of land to revert to County for public parking	Massing One 56' tall commercial building with view corridor/community park  Parking Six-level parking structure (447 spaces) to contain: all project required parking, 94  (replacement for OT) spaces and Parcel 20 boater parking	Phase 1 Proprietary Lease option documents approved by BOS July 2008. Option has expired. Regulatory DCB conceptual approval on August 2005. RPC filing September 2006. DCB approval of promenade on 2/17/10. RPC certified EIR and approved CDP, CUP, and Parking Permit on 4/28/10. Appeal to BOS filed 5/12/10.  Phase 2 (Parcel C) DCB hearing March and April 2006 on transfer of leasehold to County. Item continued.	CDP for landside from Regional Planning CDP for waterside from Coastal Commission No Variance proposed
	43 Marina del Rey Hotel/FMDR Hotel	Dale Marquis	* Complete renovation of existing 154-room hotel and new 277-slip marina.	Massing 36' tall hotel building Parking 372 Parking spaces	Proprietary Term sheets initialed; Parcel 42 on 9/7/09 and Parcel 43 on 8/31/09.  Regulatory DRP application for environmental review only was signed by DBH on 4/28/10. Agency review of Initial Study from 9/28/10 through 10/28/10.	No Variance proposed
<b>44</b> -	- Pier 44/Pacific Marina Venture	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	Massing Four new visitor-serving commercial buildings, maximum 36' tall and one dry stack storage building, 65'5" tall. 771.5 lineal feet view corridor proposed Parking - 381 at grade parking spaces will be provided with shared parking agreement (402 parking spaces are required)	Proprietary Term sheet to be negotiatedRegulatory Initial DCB review during the October 2008 meeting, but project will be revised.	Shared Parking Agreement No Variance proposed
52/0	<b>GG</b> Boat Central/ fic Marina Development	Jeff Pence	* 345-vessel dry stack storage facility * 30-vessel mast up storage space * 5,300 s.f. Countyboatwright facility	Massing 81.5' 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 action by BOS on July 2006; SCHC approved Option March 2007; BOS approved Option May 2007. BOS granted extension and modification of Option on 11/10/09.  Regulatory DCB disapproved project on May 2007. DRP application filed December 2008. Screencheck Draft EIR received July 2009. 2nd Screencheck Draft EIR received June 2010. Updated 2nd DEIR received 10/14/10 is currently being prepared for Agency review.	LCP amendment to rezone site to Boat Storage and to transfe Public Facility use to another parcel. Variance for reduced setbacks and Architectural Guidelines requiring that structures beat least 15 ft. from bulkhead
55/5	COI TT TISHCIIII S THUSE	Michael Pashaie/ David Taban		Massing Nine mixed use hotel/visitor-serving commercial/retail structures (8 1- and 2-story and 1 60 tall hotel over ground floor retail/ restaurant), parking structure with view corridor  Parking On-site parking includes all project required parking, parking for Parcel 61 lessee (Shanghai Reds) and replacement parking from Parcel 52	Regulatory DCB conceptual approval in July 2006. DRP application filed May 2007. Screencheck DEIR in review.	Shared Parking Agreement Variance for reduced setbacks (side and waterfront)
	Villa Velletia/	Peter Zak	* Complete leasehold renovation	Massing Existing 224 units in 3 stories with portions over parking  Parking All parking located on site	Proprietary BOS action on term sheet on 2/2/10 Regulatory Project has changed from redevelopment to refurbishment. Initial Study received by DRP May 2009. MND was recirculated with 30-day public review period 7/5/10 through 8/4/10. SCHC reviewed MND on 9/08/10. BOS certified MND on 9/14/10. Site Plan application in DRP currently under review.	No Variance proposed

Note: Height information for projects will be shown as information becomes available.





### To enrich lives through effective and caring service

November 10, 2010



Santos H. Kreimann

**Kerry Silverstrom** Chief Deputy

Director

SUBJECT:

FROM:

TO:

Santos H. Kreimann, Director

**Design Control Board** 

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

Xour M. A.

### MARINA DEL REY

### 48th ANNUAL HOLIDAY BOAT PARADE

Saturday, December 11 6:00 p.m. – 8:00 p.m.

Beautifully lighted and decorated boats will participate in the event that is free to the public. The theme of this year's parade is "A Rock 'n Roll Christmas" with boat owners competing for numerous prize packages.

Best spots for viewing the boat parade are Burton Chace Park, located at 13650 Mindanao Way, and Fisherman's Village on Fiji Way where spectators can see and hear the parade free of charge.

Parking is available in County lots throughout Marina del Rey.

For more information call: The Holiday Boat Parade at (310) 670-7130 or visit the website at mdrboatparade.org.

### FISHERMAN'S VILLAGE WEEKEND CONCERT SERIES

Sponsored by Pacific Ocean Management, LLC All concerts from 2:00 p.m. - 5:00 p.m.

Saturday, November 13 Shakey Pete and The Faultline, playing Blues

Sunday, November 14 The Kid and Nic Show, playing American Pop

Saturday, November 20 Crown City Bombers, playing 50's Rock & Roll

Sunday, November 21 Susie Hansen Latin Jazz, playing Hot Latin Jazz Design Control Board Marina del Rey and Beach Special Events November 10, 2010 Page 2 of 3

### Saturday, November 27 Friends, playing Rhythm & Blues

Saturday, November 28
Keiko Okamoto and The La Salsa Divas, playing Latin Jazz

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

### **BEACH EVENTS**

### **BEACH NATURE WALK**

Sponsored by the Los Angeles County Department of Beaches and Harbors

Dockweiler Youth Center ◆ 12505 Vista del Mar ◆ Los Angeles ◆ CA ◆ 90245

Saturday, November 13

8:00 a.m. - 10:00 a.m.

The Los Angeles County Department of Beaches and Harbors is teaming up with the Los Angeles Audubon Society to provide guided nature walks on Dockweiler Beach. We will look for shore birds and explore their habitat and life cycles. In particular, we will look for Western Snowy Plovers. Come learn about the wonderful creatures that share our shore with us! You will be walking on the beach so bring plenty of water. Pre-registration is a must! To register, please call (310) 726-4128.

For more information call: (310) 726-4128

### **SHORE FISHING**

Sponsored by the Los Angeles County Department of Beaches and Harbors

Dockweiler Youth Center ♦ 12505 Vista del Mar ♦ Los Angeles ♦ CA ♦ 90245

Saturdays: November 13 and November 20

8:00 a.m. - 10:00 a.m.

Los Angeles County Department of Beaches and Harbors is offering an introduction to shore fishing class. Come enjoy a beautiful morning of fishing from the shores of Dockweiler Beach. Fishing poles and bait will be provided at no cost. All ages are welcome. Anyone under the age of 12 years old must be accompanied by an adult. Anyone over the age of 16 years old must present a valid California fishing license to participate. This class is free to the public. There is a \$2.00 parking fee. Please call to pre-register at (310) 726-4128. \*Limited to 10 participants per session.

For more information call: (310) 726-4128

Design Control Board Marina del Rey and Beach Special Events November 10, 2010 Page 3 of 3

### **MANHATTAN BEACH HOLIDAY FIREWORKS FESTIVAL**

City of Manhattan Beach Manhattan Beach Pier Sunday, December 12 4:00 p.m. - 8:00 p.m.

This year's Holiday Fireworks Festival will include a snow park, bounce park, local bands singing holiday songs, Santa's arrival and a fireworks show choreographed to seasonal music. Bring blankets and beach chairs to pick a spot for the show.

For more information call: (310) 802-5000

SHK:DC:ks

# Marina del Rey Design Control Board

November 17, 2010

Peter Phinney, AIA, Chair, Fourth District Simon Pastucha, Vice-chair, Third District Helena Jubany, First District David Abelar, Second District Tony Wong, P.E., Fifth District

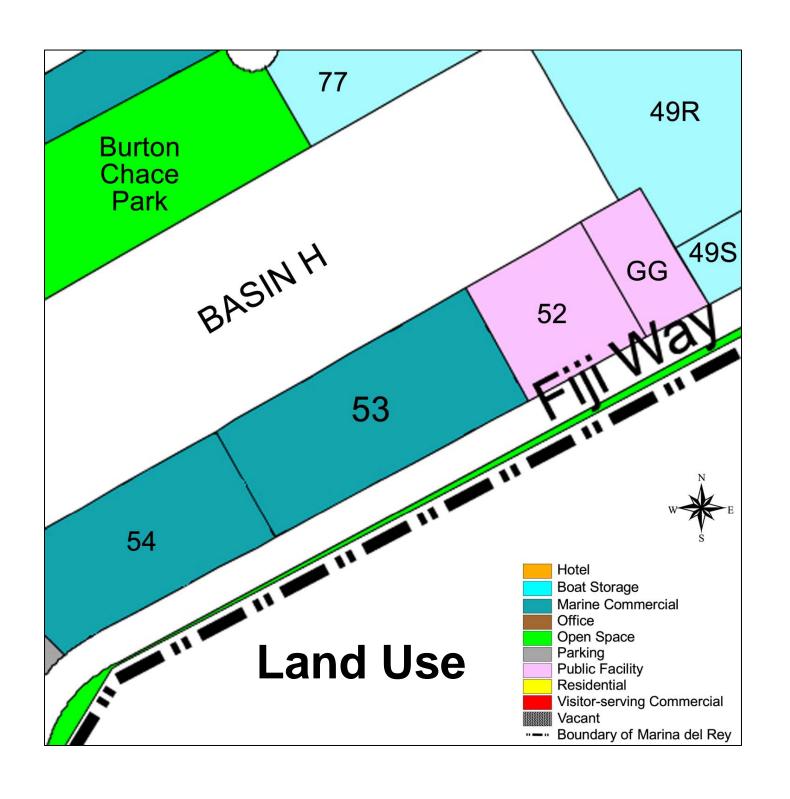
### **Public Comment Period**

(Three (3) minute limit per speaker)

## Old Business

# Old Business Item 5A: Parcel 53 — The Boat Yard, (DCB #10-012B)

Consideration of new signage for Denison Yacht Sales & Naos Yachting



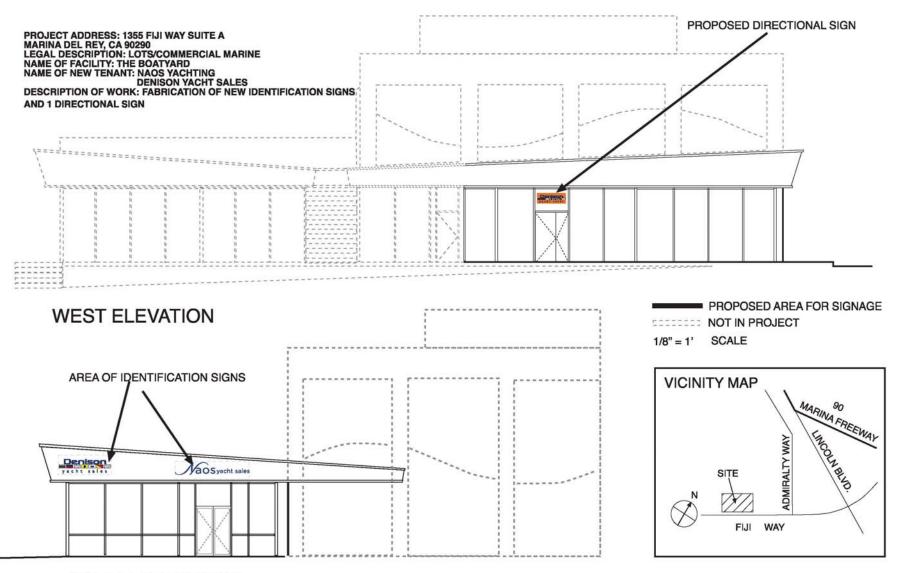










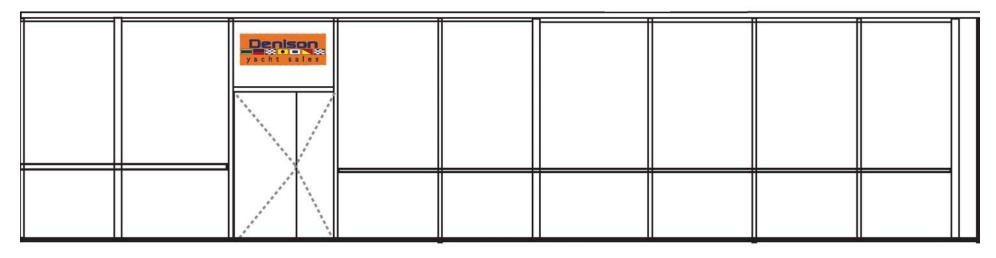


**SOUTH ELEVATION** 



SOUTH ELEVATION 1/32" = 1"

384" LINEAR INCHES 32 LINEAR FEET 48.48 TOTAL SIGNAGE SQUARE FOOTAGE



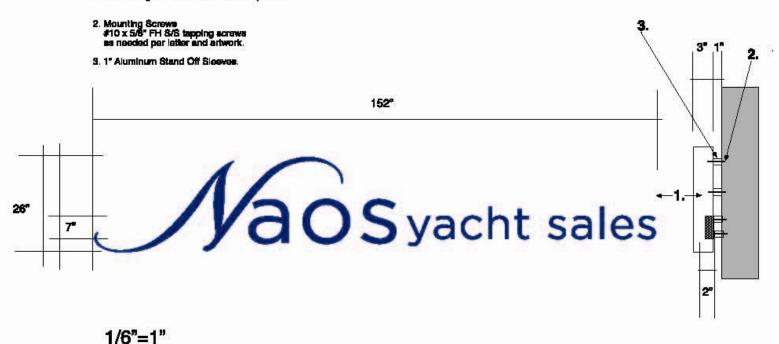
DIRECTIONAL SIGN AT ENTRANCE TO DENISON RECEPTION 18" HIGH X 48" WIDE DIGITIZED APPLIED VINYL

WEST ELEVATION 1/32" = 1"

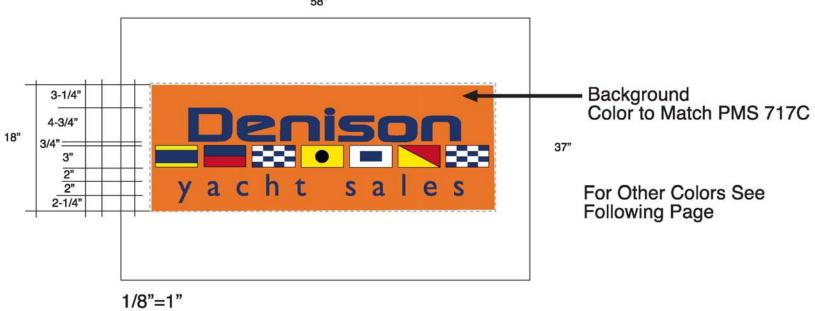
- 1. Cut out Sign Foam Letters. Surface painted
- Mounting Screws
  #10 x 5/8" FH S/S tapping screws
  as needed per letter and artwork.
- 3. 1" Aluminum Stand Off Sleeves.



1. Cut out Sign Foam Letters. Surface painted







DIRECTIONAL SIGN AT ENTRANCE TO DENISON RECEPTION 18" HIGH X 48" WIDE DIGITIZED APPLIED VINYL

L.



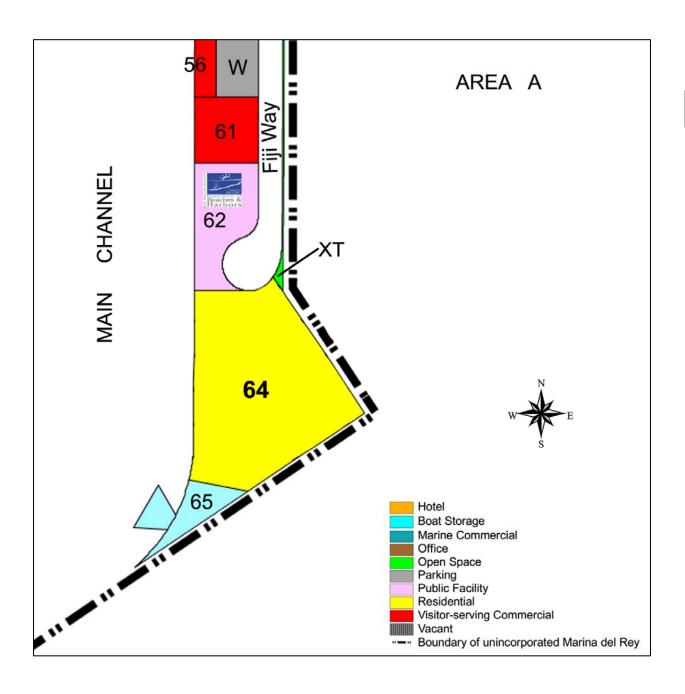


# **New Business**

### **New Business Item 6A:**

Parcel 64 – Villa Venetia, (DCB #10-012)

Final design review for renovation details and signage



### **Land Use**





**BUILDING 13902 SOUTH ELEVATION-BEFORE** 



**BUILDING 13902 SOUTH ELEVATION-AFTER** 





CEMENT BOARD SIDING, 6"
 EXPOSED FACE
 HARDIE PLANK,
 COUNTRY LANE RED

② PAINTED STUCCO, LIGHT SAND FINISH WHITE, DUNN EDWARDS # DEW380

③ STAINLESS STEEL CABLE RAIL

 ALUMINUM WINDOW FRAMES W/ LOW-E GLASS

© COLUMNS: PAINTED STUCCO GRAY, DUN EDWARDS # DE6361

(I) BALCONY BACK WALL & GARAGE WALLS: BROWN, DUNN EDWARDS # DE6063

 ACCENT COLORS ON BALCONIES: PAINTED STUCCO

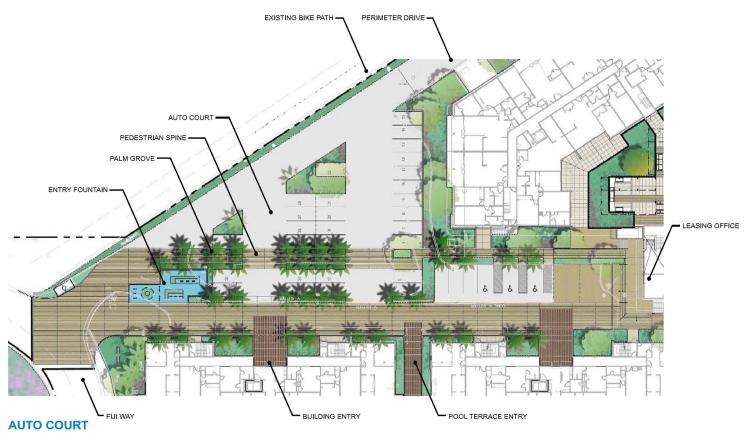
> BLDG 1: YELLOW, DUNN EDWARDS # DE5353

BLDG 2: ORANGE, DUNN EDWARDS # DE5200

BLDG 3: GREEN, DUNN EDWARDS # DE5612

BLDG 4: BLUE, DUNN EDWARDS # DE5849

Sep 20, 2010









### **AUTO COURT**



INTEGRAL COLOR CONCRETE -SHAW BEIGE -LIGHT BANDBLAST

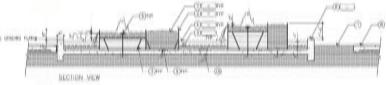


INTEGRAL COLOR CONCRETE SHAW BEIGE HEAVY SANDBLAST



PRECAST CONCRETE - ASPHALT PAVERS - CORDOVA BROWN





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### **AUTO COURT**





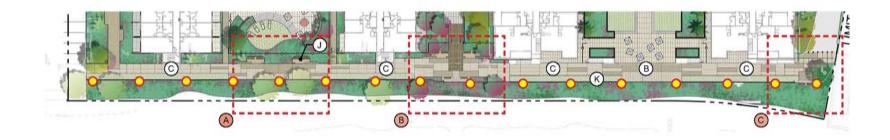


BEGA-RECESSED WALL WITH LOUVERS



BEGA-BOLLARD WITH 360 LIGHT DISTRIBUTION







-INTEGRAL COLOR CONCRETE -WESTWOOD BROWN -LIGHT SANDBLAST



-INTEGRAL COLOR CONCRETE -WESTWOOD BROWN -HEAVY SANDBLAST



BEGA-BOLLARD WITH 360 LIGHT DISTRIBUTION



-DECOMPOSED GRANITE





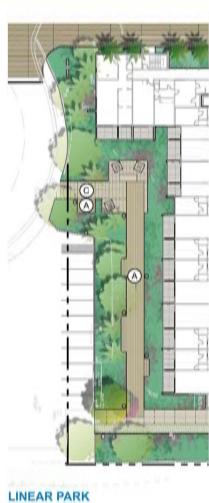




### SUNSET TERRACE







(A)(B) BHAW BEIGE WESTWOOD BROWN 0 1 ASH CORDOVA BROWN (a) WOOD DECKING WINTER BEIGE LEGENDI

- PHEDATE COMPRETE COMPRE.

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- AND LINE

-B. DRR COMPACITED RUB-DRADE. 10. WATER LINE TO JETS. 11. SUBLIFICATE, ADMINISTRAÇÃO. 12. CHARE WIT PUTTE. 13. PLEC. COMOUNT TO PLAMP/LIGHTONIC CONTROLS. **PASEO TERRACE** 







**PLANT MATERIALS** 



Scale: n.t.s.



Contact

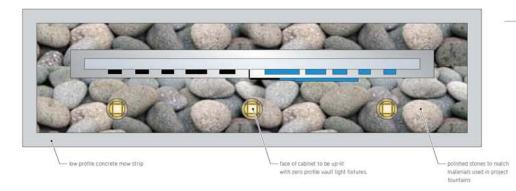
26432 Las Alturas Avenue, Laguna Hills, CA 92653 Ph. (949) 360-5750 Fx. (949) 643-2863 thedesignfactor@cox.net www.thedesignfactor.blz

Project

Breakwater Apartment Community Signage Design

Sheet Title Freestanding Signage Plan Sheet Number SP

Date 11-03-10



#### Project Identification Monument Sign

Internally illuminated fabricated stainless steel cabinet with transparent blue colored cast acryis; background panel and flat cut out painted autominum loop and copy. Face of cabinet to be uptil with zero profile vault light fixtures. Base of cabinet set in sub-grade concrete footing, nestled in a bed of polished stones to match materials used in project foountains, Stones retained by a low profile concrete mow strip.

#### Font

Futura - Book and Futura - Medium



Details

Scale: 3/4" = 1'-0"



The Design Factor

Contact

26432 Las Alturas Avenue, Laguna Hills, CA 92653 Ph. (949) 360-5750 Fx. (949) 643-2863 thedesignfactor@cox.net www.thedesignfactor.biz Project

Breakwater Apartment Community Signage Design Sheet Title

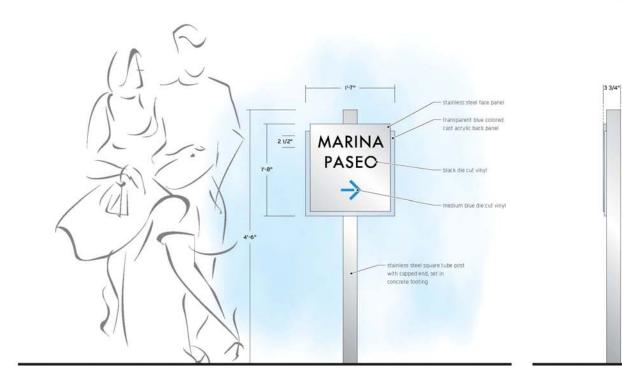
Sign Type 1 Project Identification Monument Sign Sheet Number

Date 11-03-10

#### Wayfinding Sign

Layered sign panel with transparent blue colored cast acrylic back panel, stainless steel face panel with applied die cut vinyl copy and protective satin clear coat. Sign panel mechanically secured to stainless steel square tube post set in concrete footing.

Futura - Medium



1	Details			
	Scale: 1" = 1'-0"			

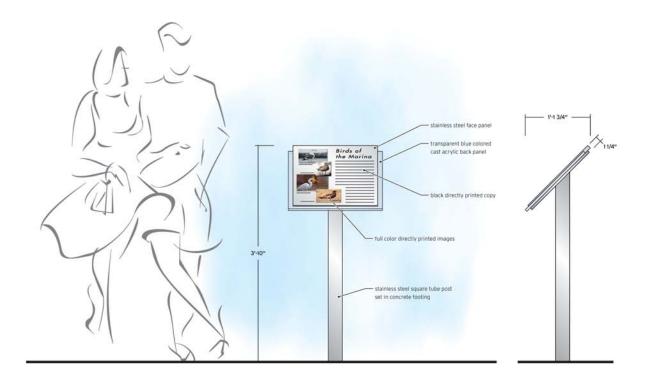


#### Interpretive Sign

Layered sign panel with transparent blue colored cast acrylic back, panel, stainless steel face panel with direct printed image and copy with protective satin clear coat. Sign panel mechanically secured to stainless steel square tube post set in concrete footing.

#### Fonts

Futura - Medium Oblique and Futura - Medium





#### 2 Face Panel Detail

Scale: 11/2" = 1'-0"

1 Details

Scale: 1" = 1'-0"



The Design Factor

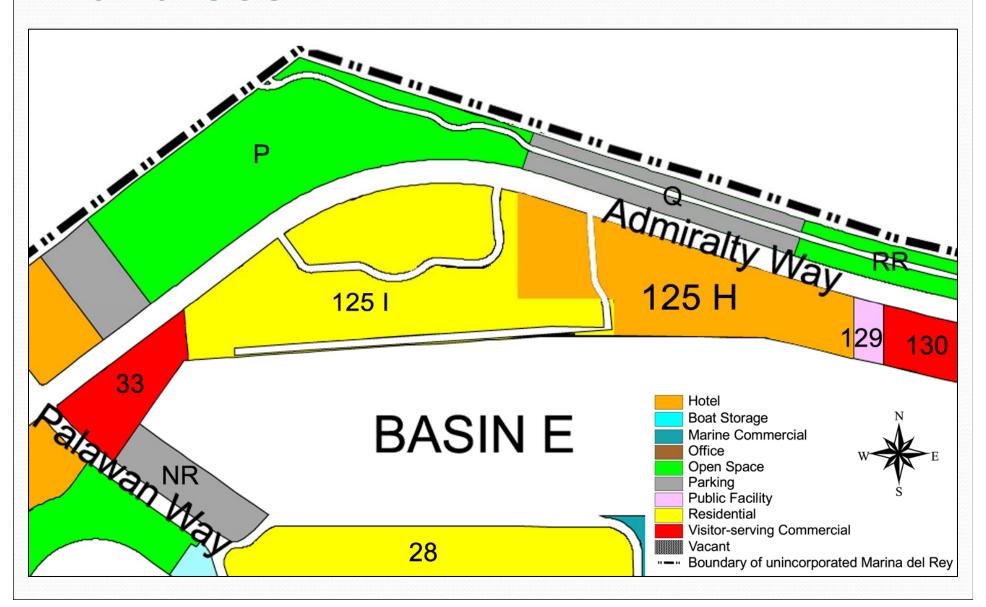
26432 Las Alturas Avenue, Laguna Hills, CA 92653 Ph. (949) 360-5750 Fx. (949) 643-2863 Ihedesignfactor@cox.net www.thedesignfactor.biz Breakwater Apartment Community Signage Design Sheet Title Sign Type 3 Interpretive Sign Sheet Number 3 Date 11-03-10

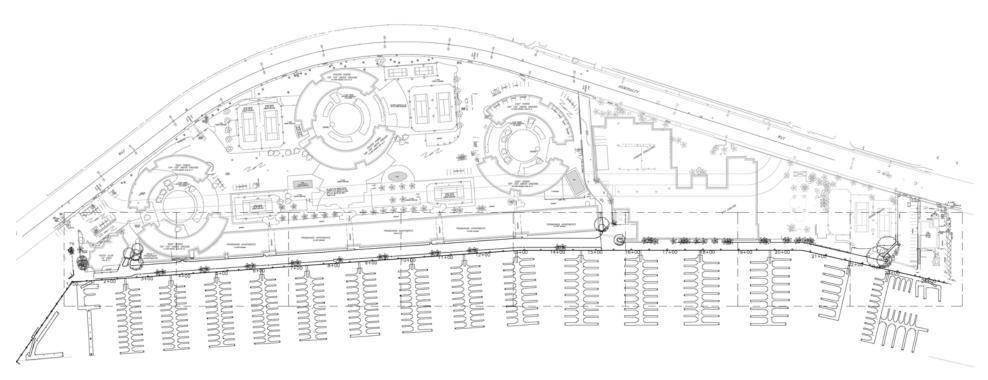
### **New Business Item 6B:**

# Parcel 125 – Marina City Club, (DCB #10-016)

Consideration of Marina Walk Improvements & Signage

### Land Use





MARINA DEL REY



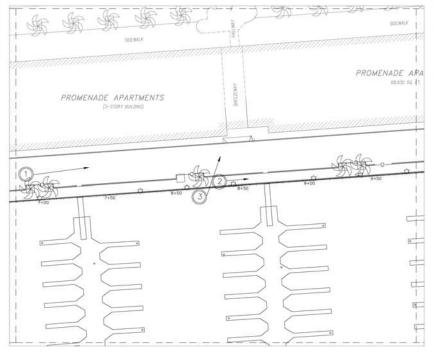














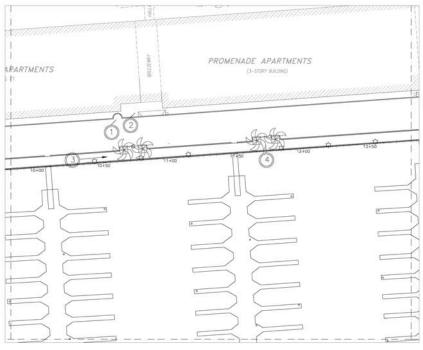












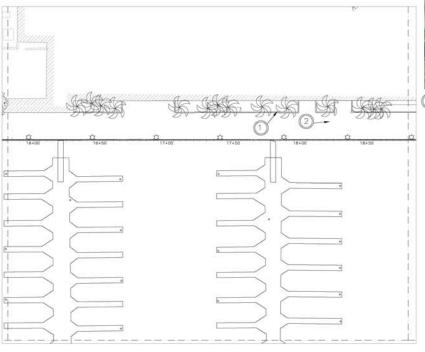












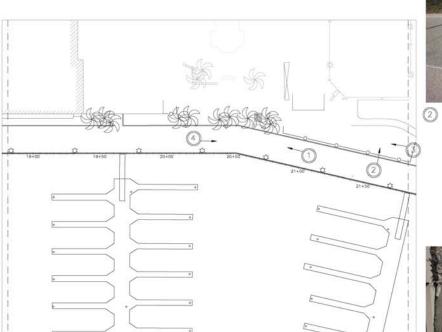


ACE ICETACO MOTISA

ESSEX









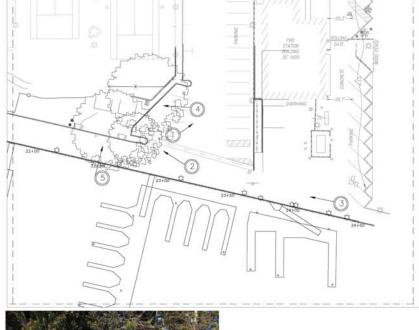












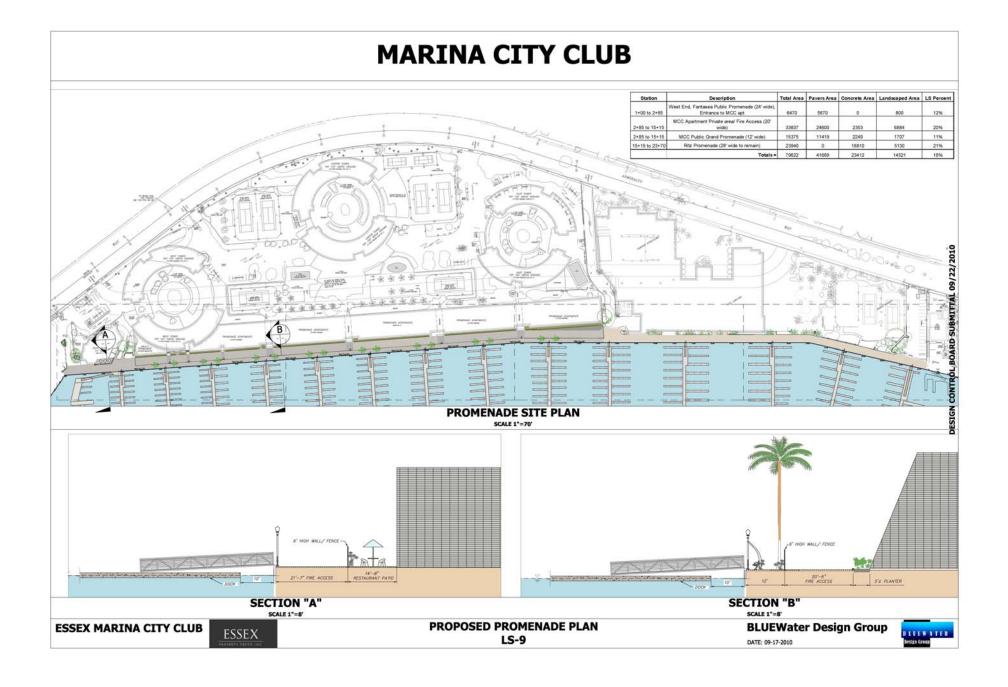


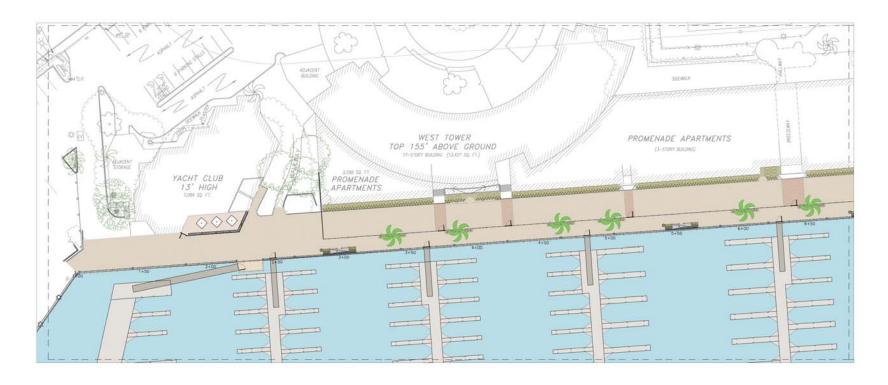




4)

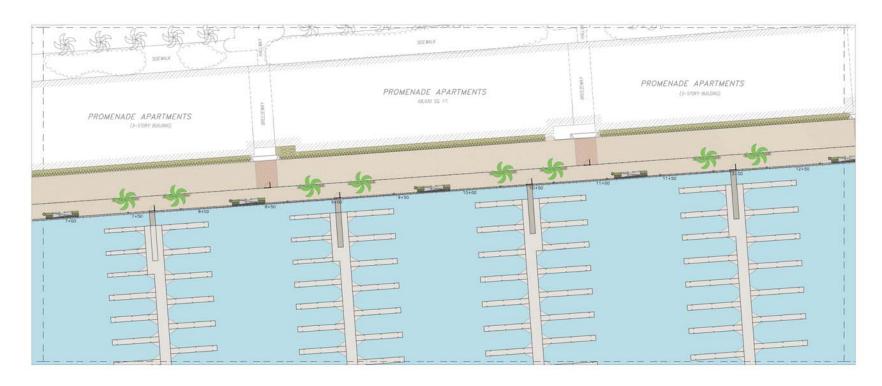


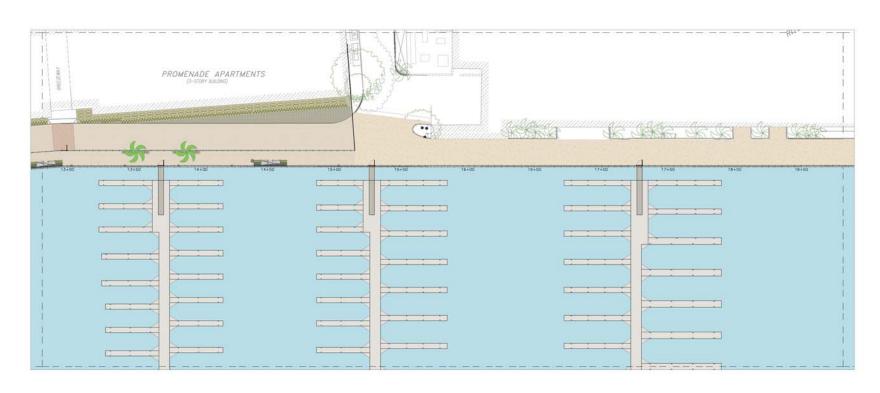




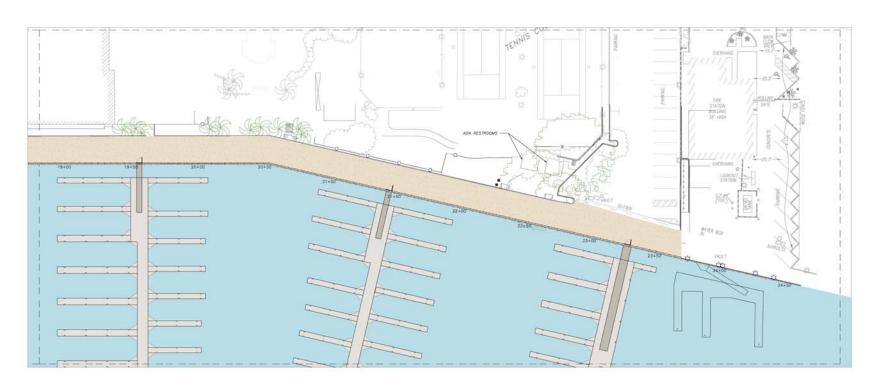


ESSEX

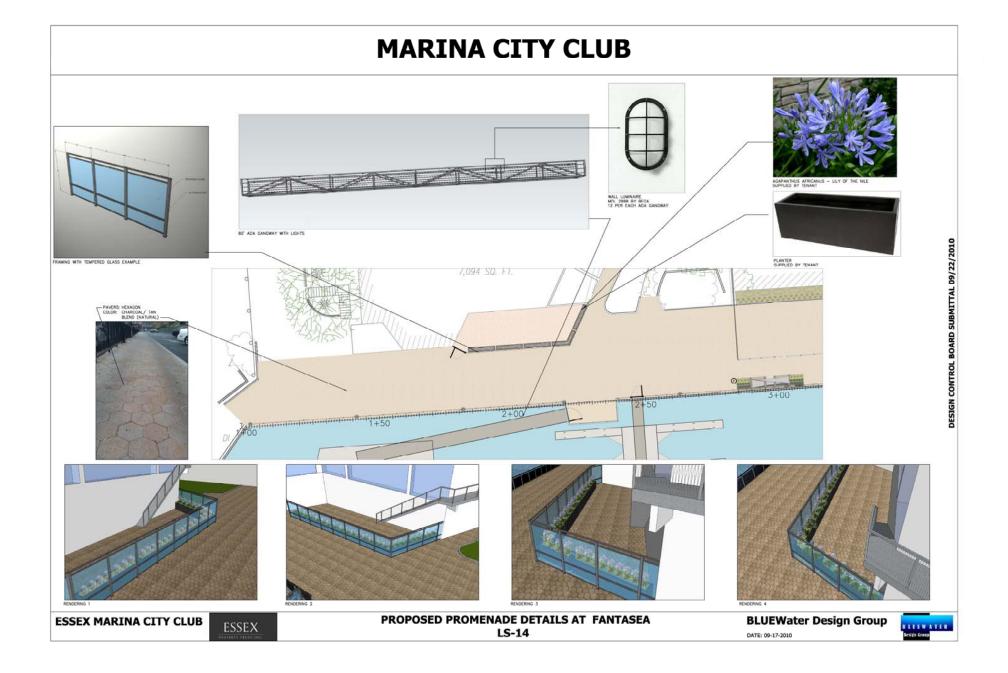




DESIGN CONTROL BOARD SUBMITTAL 09/22/

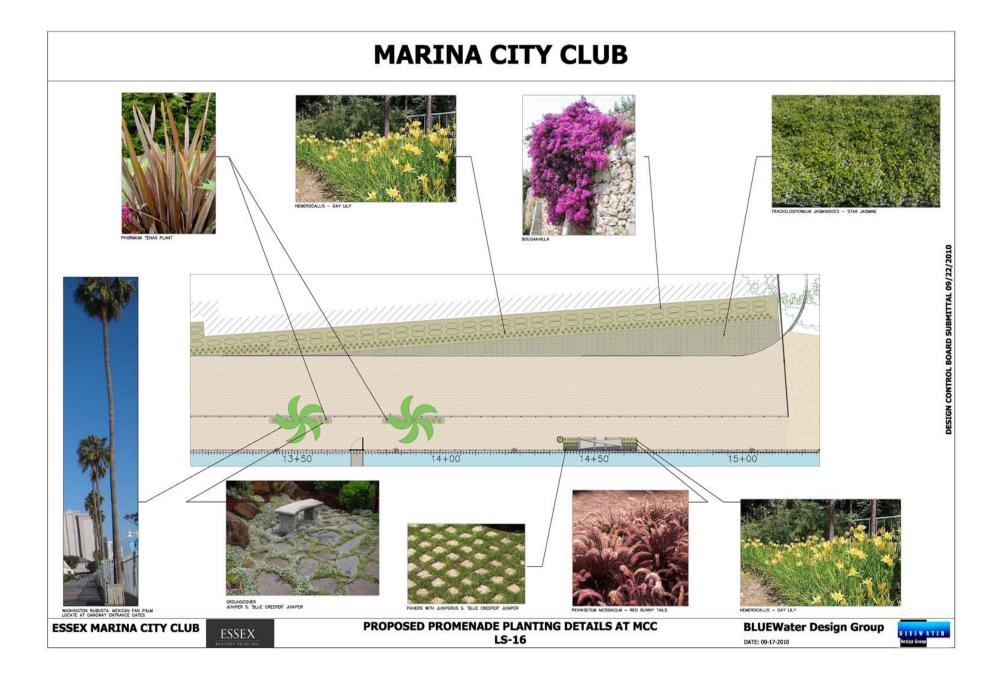


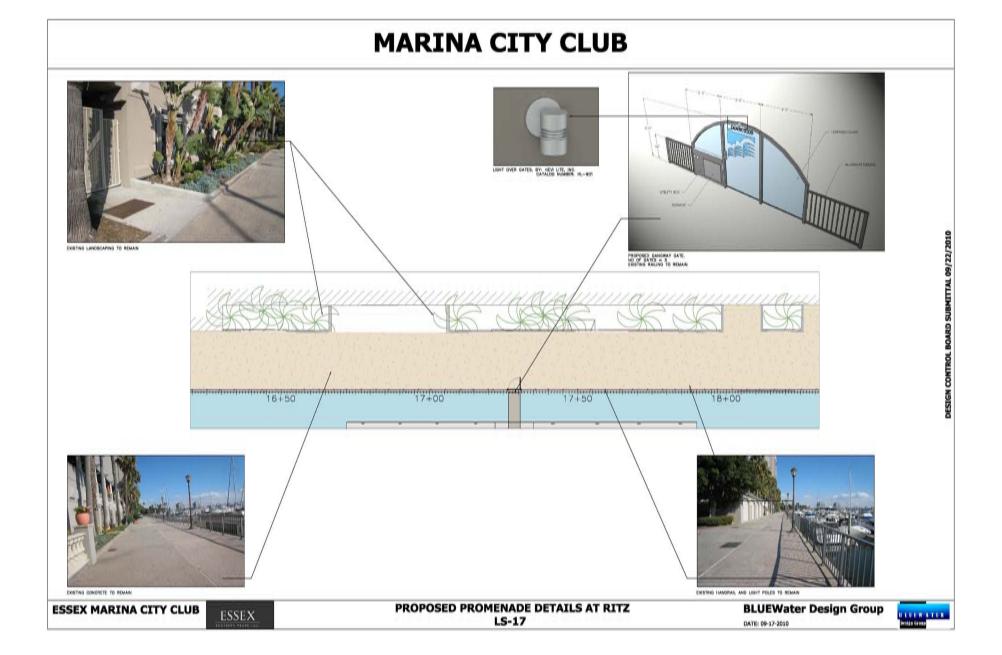
ESSEX













**ESSEX MARINA CITY CLUB** 

ESSEX

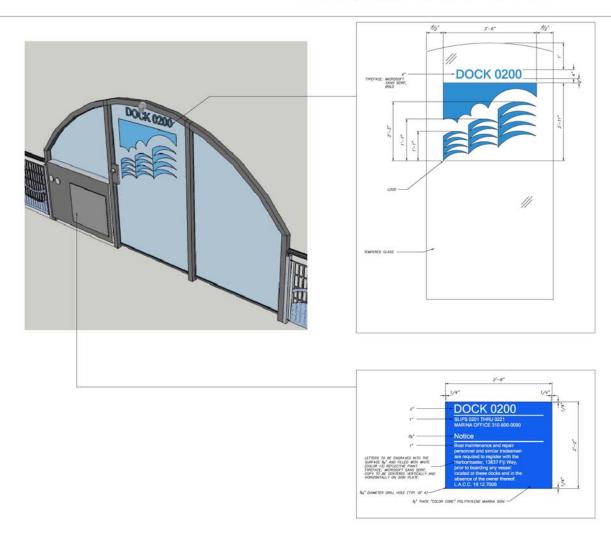


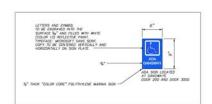












**ESSEX MARINA CITY CLUB** 

ESSEX

PROPOSED SIGNAGE PLAN LS-20

**BLUEWater Design Group** DATE: 09-17-2010

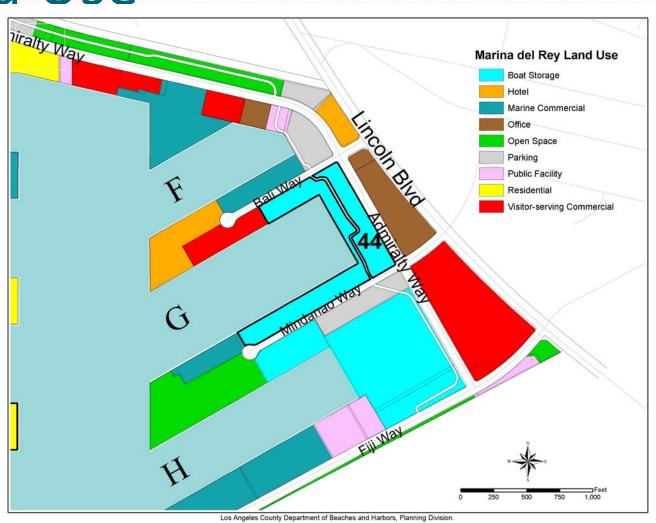


### **New Business Item 6C:**

Parcel 44 – Golden West Properties, Open Sailing (DCB #10-017)

Consideration of new signage

### Land Use



### Marina del Rey Small Craft Harbor

Design Control Board

4695 Admiralty Way Signage Proposal



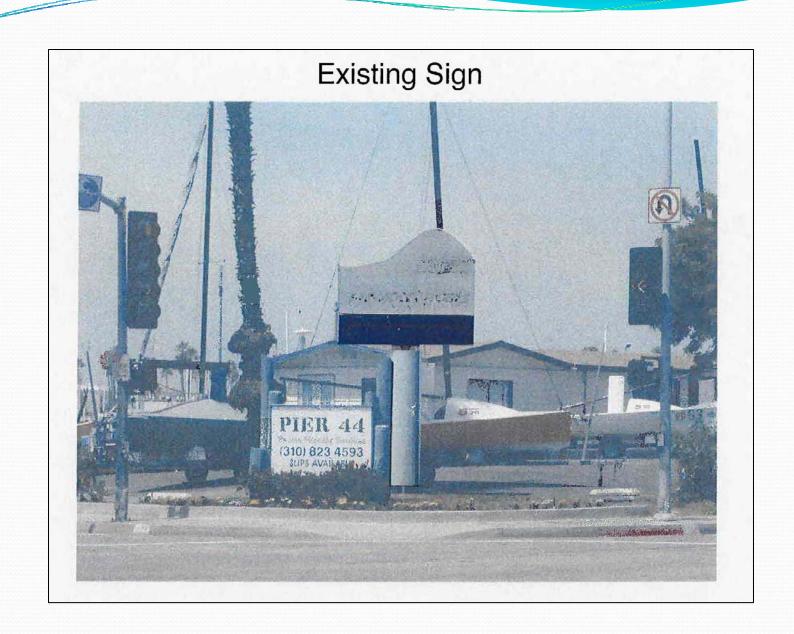
#### Submitted by



OPEN SAILING

4695 Admiralty Way, Marina del Rey, CA 90292 P 310-928-6570 | F 310-496-0323 info@opensailingusa.com

www.OPENSAILINGUSA.com





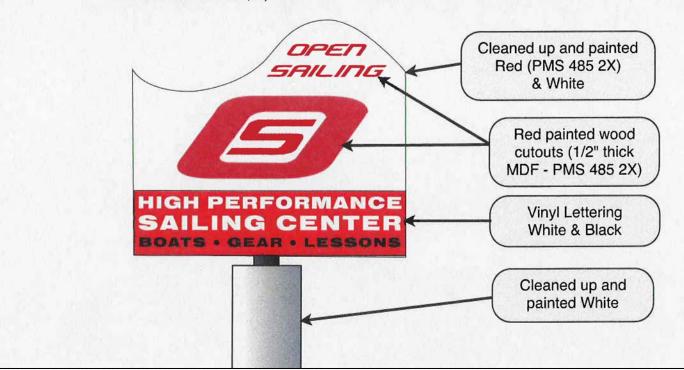


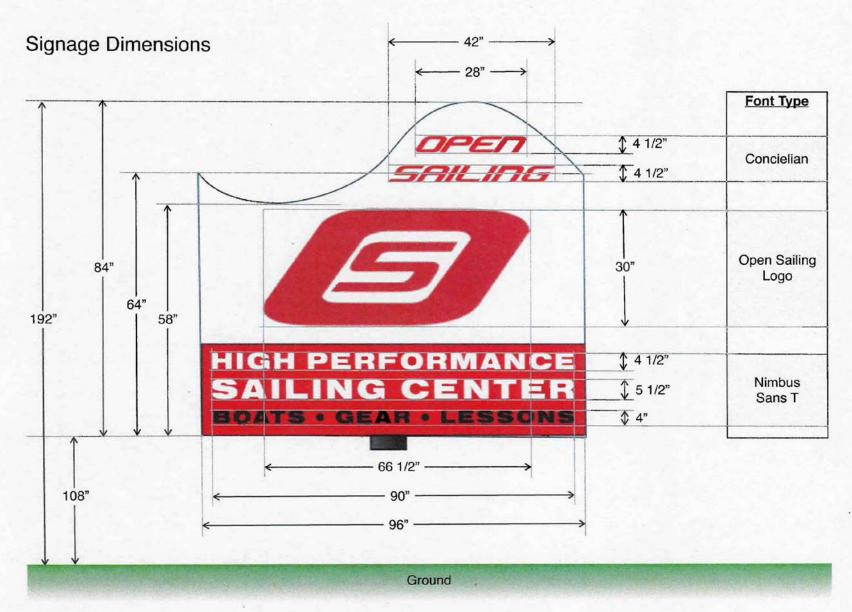






- · Sign remains in current location.
- · Sign is cleaned up & repainted.
- · New graphics are applied to sign as outlined below.
- · Sign is currently non-illuminated and shall continue to be non-illuminated.
- The sign is one sided, the back of the sign is blank (white).
- Estimated cost: \$2,000



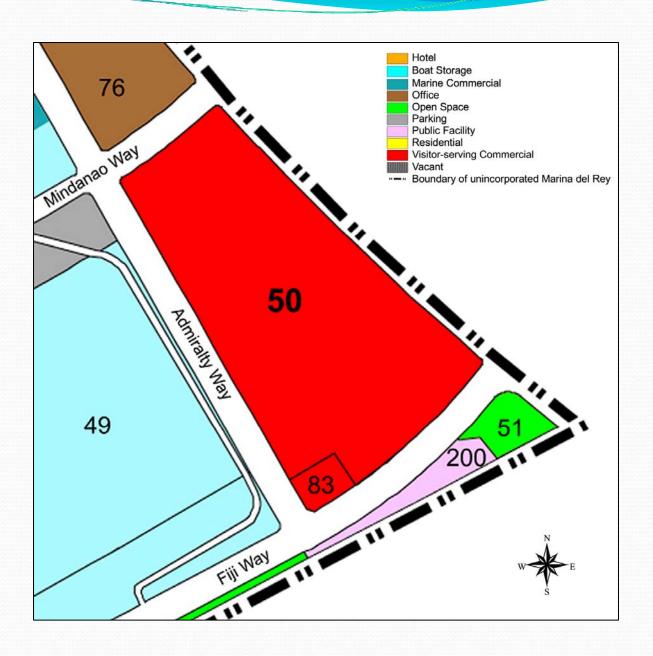


### **New Business Item 6D:**

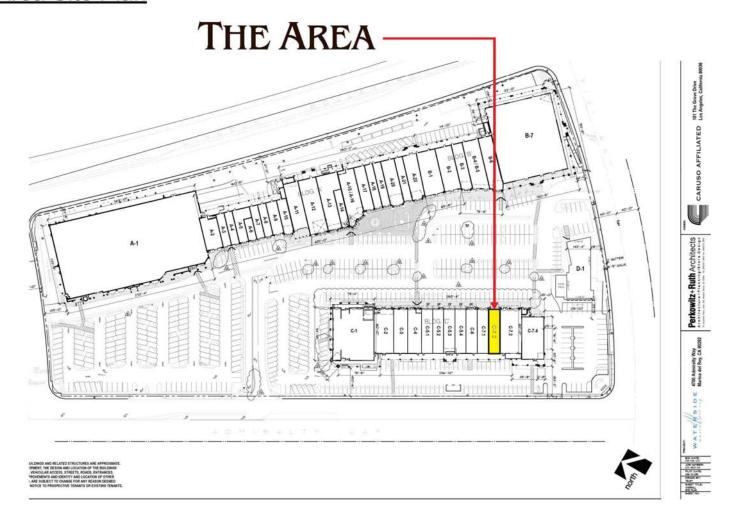
Parcel 50 – Marina Waterside Shopping Center, The Area (DCB #10-018)

Consideration of new signage

### Land Use



### The Area Site Plan



PG2



2726 W. PICO BLVD. LOS ANGELES, CA 90006 T 323.730.8500 F 323.730.8519

SIGN COMPANY

This original unpublished rendering is submitted solely for the project being planned. It is not to be copied or shown to persons outside of your organization without express written authorization from Turbo Sign Inc.

Work Site Address:

Waterside Marina Del Rey

4774 Admiralty Way Marina del Rey, CA 90292 Approved by:

Signature

Print:

ate:

### The Area Sign Elevation View / Existing Condition



18' 8" From Ground

TURBO SİGN

2726 W. PICO BLVD. LOS ANGELES, CA 90006 T 323.730.8500

SIGN COMPANY

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Work Site Address:

**Waterside Marina Del Rey** 

4774 Admiralty Way Marina del Rey, CA 90292 Approved by:

Signature

Print: Date: / /

PG4









### The Area Proposed Elevation View

#### Scale 1/8"=1'



PG5



2726 W. PICO BLVD. LOS ANGELES, CA 90006 T 323.730.8500

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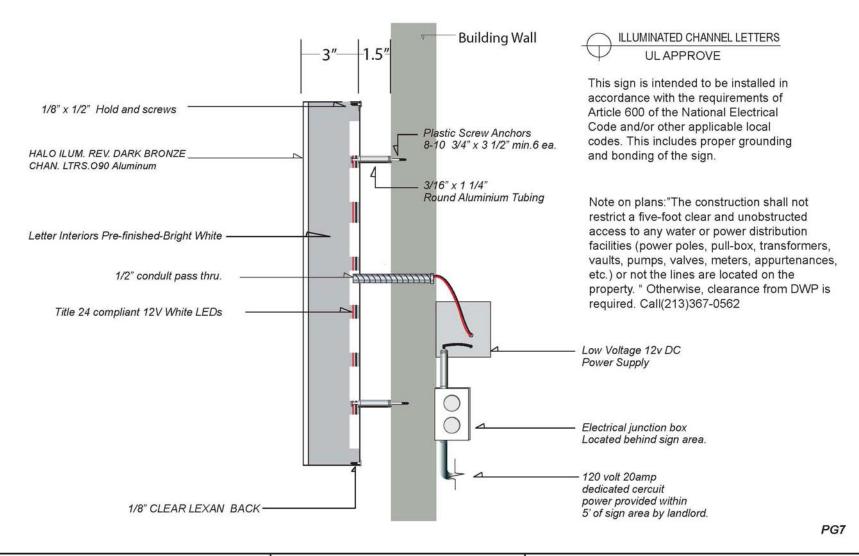
Work Site Address:

#### **Waterside Marina Del Rey**

4774 Admiralty Way Marina del Rey, CA 90292 Approved by:

Print:

### Typical Section Detail - Reverse Inlluminated LED Channel Letter





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Work Site Address:

Waterside Marina Del Rey

4774 Admiralty Way Marina del Rey, CA 90292 Approved by:

Signature

Print: Date: / /

### **New Business Item 6E:**

Consideration of the 2011 Design Control Board Meeting Schedule



#### To enrich lives through effective and caring service



Santos H. Kreimann Director

Kerry Silverstrom Chief Deputy

### DESIGN CONTROL BOARD 2011 MEETING AND SUBMITTAL FILING DEADLINES

The Design Control Board (DCB) will meet on the dates listed below. The filing deadline for any DCB meeting submittal is noon, four Wednesdays prior to the date of the meeting. Accordingly, the 2011 filing deadlines are as follows:

#### **Meeting Date**

January 19, 2011 @ 12:30 p.m.
February 16, 2011 @ 12:30 p.m.
March 16, 2011 @ 12:30 p.m.
April 20, 2011 @ 12:30 p.m.
May 18, 2011 @ 12:30 p.m.
June 15, 2011 @ 12:30 p.m.
July 20, 2011 @ 12:30 p.m.
August 17, 2011 @ 12:30 p.m.
September 21, 2011 @ 12:30 p.m.
October 19, 2011 @ 12:30 p.m.
November 16, 2011 @ 12:30 p.m.
December 21, 2011 @ 12:30 p.m.

#### Filing Deadline

December 22, 2010 January 19, 2011 February 16, 2011 March 23, 2011 April 20, 2011 May 18, 2011 June 22, 2011 July 20, 2011 August 24, 2011 September 21, 2011 October 19, 2011 November 23, 2011

## **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 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

# Adjournment