

Jack Hollander & Associates, Inc.

Architecture Planning Interiors

June 10, 2013

Santos Kreimann, Director c/o Gary Jones, Deputy Director Los Angeles County Department of Beaches & Harbors 13837 Fiji Way, Marina Del Rey, CA 90292

Re: Parcel 44

Marina Del Rey, California

Dear Mr. Kreimann,

We are pleased to submit our application to the Design Control Board for review of the proposed improvements to Pier 44, Marina Del Rey California. The subject parcel comprises roughly 8.39 acres landside and 4.68 acres waterside. The landside portion of Pier 44 contains frontages on Admiralty Way, Mindanao Way and Bali Way. Enclosed please find 14 sets of drawings and a computer disk, which are part of the required package that includes the existing site plan, the proposed site plan, floor plans and exterior elevations for the above project.

Pacific Marina Ventures, LLC is the applicant for Pier 44. The new slip configuration has already been approved by the County and is shown on the Site Plan so the total scope of the project can be better understood.

Parcel 44 Existing Conditions

As shown on sheet survey, Pier 44 currently includes 7 building structures designated as follows:

Building **A** – Boat Brokers 1120 S.F.

Building **B** – Boat Brokers 5284 S.F.

Building **C** – Boat Maintenance & Repair 1000 S.F.

616 N. Walden Drive, Beverly Hills, CA 90210 Phone: (310) 205-0440 Fax: (310) 205-0441

Building D – Boat Brokers	1440	S.F.
Building E – Yacht Club	1080	S.F.
Building H – Office Building	4216	S.F.
Building I – Boaters Bathrooms	<u>584</u>	S.F.
Total	14724	S. F.

All existing buildings on the site are old and may not meet current Building and Fire Department codes. As part of the proposed redevelopment plan for Pier 44, Pacific Marina Ventures, LLC proposes to demolish all of the existing buildings on the Pier 44. The newly designed buildings will accommodate most of the uses currently accommodated by the existing structures. Currently, a bicycle path is located on the "Admiralty Way" portion of Pier 44, which transverses the site through parking areas and stored boats, creating an unsafe condition. Moreover, the existing waterfront pedestrian promenade on Pier 44 is only about 13 ft. wide and is not continuous in its stretch. Existing parking spaces are located adjacent to the bulkhead, which seems to interfere with pedestrians wishing to observe the harbor. Two driveway entrances are currently provided from Admiralty Way. Based on the discussions with the County, only one main driveway will be included with a deceleration lane along south-bound Admiralty Way. The new driveway will align with the existing driveway located on the east side of Admiralty Way. Additional driveways have been proposed on Bali Way and Mindanao Way.

Description

For the past few years, we have been working in close collaboration with the Departments of Beaches & Harbors, Planning Department, and Public Works, various consultants, and our clients on the redesign of the waterside and the landside portions of Pier 44. Over this period, we have analyzed myriad concepts which would enhance the site and benefit boaters and the community. We have tried to create in the new proposed Site Plan an environment which provides great services to boaters and local residents while attracting visitors from surrounding communities. We have replaced existing building functions catering to boaters' needs and added a variety of functions which will enhance boaters' and visitors experience.

The following is an outline of objectives goals which served as the basis for the design of Pier 44:

- 1. Increase and improve view corridors;
- 2. Provide an improved and safer bicycle path;
- 3. Provide significantly improved public access to the water;
- 4. Create an aesthetically pleasing promenade and improve Fire Department access through the site;
- 5. Improve boaters' access to restroom and shower facilities;
- Provide a Boaters' Lounge and Community Room for use by the public and boaters;
- Provide for the relocation of existing boat brokers on-site in significantly enhanced facilities;
- 8. Include a major marine retailer, such as West Marine, which will serve boaters' needs for boating supplies;
- 9. Provide convenient on grade parking for boaters and visitors, in compliance with County Code requirements for same;
- 10. Include a specialty market that allows for the sale of food, beverages and sundries as convenience to boaters and the broader Marina del Rey community;
- 11. Provide pedestrian access from Admiralty Way, Mindanao Way and Bali Way directly to the site;
- 12. Provide bicycle racks convenient to visitors who will be using the bicycle path;
- 13. Design buildings complementary to the parcel's prime position on the Marina waterfront";
- 14. Design sustainable architecture;
- 15. Provide a water taxi station, sewage pump-out facilities and water dinghy docks.

View Corridors

The certified LCP states: "Parcels located between the water and the first public road shall provide view corridors allowing uninterrupted views of the harbor from the road to

the waterside at ground level." We believe creating significant view corridors that maintain and enhance public views of the water on Pier 44 is of the utmost importance. Pier 44 is strategically located adjacent to Admiralty Way and extends over two moles on Mindanao Way and Bali Way. We have made a conscious effort to provide almost double the required view corridor linear feet overlooking the harbor from surrounding streets. Building "IV" (West Marine), building "V" (retail) and building "VI" (restaurant/retail) were deliberately set back considerably from the street intersections to further open up the vistas. The view corridors which we have provided for in the proposed Pier 44 development exceeds the requirements of the certified LCP. The view corridors will provide pedestrians and passing motorists unobstructed views of the harbor.

Bicycle Path

As can be seen on the survey, the existing bicycle path transverses Pier 44 along its Admiralty Way frontage, between Bali Way and Mindanao Way (in a north/south configuration). The existing path meanders through an existing parking lot and boat storage areas and passes adjacent to boat repair areas. Since bicycling is so prominent in Marina Del Rey, we have attempted to provide a much safer bicycle path alignment over the parcel in the new project. As planned, the new bicycle path will be provided in a straight alignment with 5-ft-wide lanes in each direction, on the east side of the promenade and adjacent to a continuous landscaped area. This will eliminate the poor unsafe existing conditions where bicycle traffic mixes with pedestrians and automobile traffic. It will allow bicyclists to enjoy the unobstructed views of the water as they pass through the site.

Improved Public Access

Currently, public access and visual impact of the site is extremely undistinguished as pedestrians and vehicles approach Pier 44. With the exception of a small "Pier 44" sign at the intersection of Mindanao Way and Admiralty Way, there really is no sense of arrival at the site as vehicles exit the freeway on Mindanao Way and approach Admiralty Way. Visitors can only observe the top of boats. Similar signage also exists

at the corner of Bali Way and Admiralty Way. A large post and monument sign is located at the center of this site at the driveway entry, but the main entry leads to a fenced boat repair area.

The concept of the new design for Pier 44 features two landmark monument signs at the street intersection. The main driveway entry on Admiralty Way includes landscaped features on both sides, to further create a sense of arrival. A pedestrian walkway has been provided at the intersection of Bali Way leading directly to building "VI". Additional vehicular entrances have been provided to the site on Admiralty Way, Bali Way and Mindanao Way. Pedestrian walkways from Mindanao Way can be also accessed directly from Mindanao Way. All of the buildings will be accessible by pedestrians from the promenade. The driveways provided on-site will allow traffic to enter on Mindanao Way and extend all the way to Bali Way.

The Promenade

The waterfront pedestrian promenade meets all Fire Department requirements of 28 ft. to within 150 feet to the perimeter of all buildings on the site. The promenade along the east of Basin G will be designed to include two 5-ft-wide bicycle lanes in both directions. The bicycle lanes will feature an additional 2 feet of smooth concrete with contrasting colors on each side of the path. The grand waterfront promenade walkway will be surfaced with colored interlocking pavers. The metal fencing on top of the bulkhead will be removed and a new decorative stainless steel cable fencing system will be installed. Bollards and decorative lighting will be installed throughout. Concrete benches have been provided to enhance the promenade. Elevated planters were also provided to enhance the pedestrian experience of the promenade. The promenade on the moles will also receive decorative interlocking pavers. Though the certified LCP requires a 28' promenade surrounding the water, we have decided to go beyond LCP requirements and continue the promenade north all the way to Bali Way as well as southward to adjoining Mindanao Way along the bicycle path.

Buildings I & III - Boaters' Accommodations

Accommodating boaters was of the utmost importance when designing Pier 44. Boaters' new bathroom areas have been provided at several locations on the site. Bathrooms and showers for men and women have been located on the west side of the mole adjacent to Mindanao Way. Another boaters' bathroom and shower facility has been provided in building "III" with direct entry from the promenade. As discussed in other parts of this report, a boaters' lounge has been located on the second floor of the "West Marine" building. Laundry facilities have also been included adjacent to the boaters' lounge, so boaters can wait in the lounge while they do their laundry. Four washers and four dryers will be provided at this laundry facility. As designed, boaters will be able to buy boats, purchase boat parts, store their boats, as well as, buy food and beverages without leaving the site. Additional bathroom facilities have provided in building I, building III, and building VII. The boaters' bathrooms provided would be a great addition in serving the boating public on Pier 44.

Building II - Specialty Market

When analyzing the needs of boaters and the larger Marina Del Rey community, the idea of including a specialty market, such as a Trader Joe's seems ideal for this project. A market will allow for the convenient sale of food and beverages within close walking distance to the marina and the soon-to-be-expanded Burton Chace Park. Convenient parking, which has been provided on grade adjacent to the market, would also be beneficial to Marina Del Rey residents shopping at Pier 44. A main entry has been provided on the west side of the building to allow direct entrance from the adjoining parking area on the west side of the building. An eleven-foot-wide landscaped area has been provided on the north side of the structure adjacent to the promenade, where benches can be placed so visitors can view the harbor while sitting in a shaded area. The exterior façade was articulated to allow for an upscale design which would be aesthetically pleasing from Mindanao Way and Admiralty Way as well as the harbor.

Building IV - West Marine

Building "IV" is a two-story structure located adjacent to Admiralty Way with a full view of Basin G. The first floor will serve as a "flagship" store for West Marine, a prominent boating retailer which purveys a wide range of boating-related products and services. The space for West Marine was designed to allow a two-story space as you enter the store. The high ceiling extends all the way through the building to the opposite side of the structure facing the water. The impressive ceiling height will be effective in displaying merchandise in the West Marine store. Glazing was an important feature in the design of the store. In order to obtain a full view of the harbor to serve as the background for the display of merchandise, extensive exterior glazing was used. Blue awnings were added to a portion of the building to blend with West Marine's logo colors. We have also included columns, which helps break up the façade. The front entrance was accentuated with a circular cantilevered canopy. Planters were also added at the circular display glass area facing the promenade.

West Marine is considered one of the best suppliers of boat related products and services. West Marine is the largest specialty retailer of boating supplies, equipment and apparel for marine and boating uses. West Marine actively promotes boating and works to reduce their impact the environment. West Marine, which takes pride in improving and protecting marine habitats, will be a great addition to Pier 44 in Marina Del Rey.

Boaters' Lounge – Space W and Community room – Space T on second floor of Building IV

The second floor of Building IV serves several functions. Space "L" serves as the relocated space of South Coast Corinthian Yacht Club. Space "W/T" has been designed as a community room providing much-needed meeting space where community groups can convene. It was also designed to accommodate the boaters' lounge. Additional space was provided on the second floor for Boat Brokers offices. These offices do not require adjacent boat display areas. This space also provides a

full, unobstructed view of Admiralty Way as well as the boat slips on the west side. Spaces "N-1, N-2, N-3, N-4 & N-5" provides office spaces.

Pacific Marina Ventures, LLC has always held the belief that residents of Marina del Rey and boaters who come and enjoy the harbor should be provided with a place where they can rest and meet other boaters. In addition, they strongly believe it is important to provide a community room adjacent to Admiralty Way where community meetings can take place. A small kitchen was provided to serve the boaters. Boater bathrooms have also been provided adjacent to the boaters lounge.

Building V - Retail

This building was designed to serve retail spaces. The building has also been designed with visual exposures towards Admiralty Way on the east and Basin G on the west. Towers were added to the building to break up the façade. This building is important since all visitors using the main driveway from Admiraly Way will initially see this building. A tower was located to be centered with the main driveway leading to the site from Admiralty Way. The rear elevation was designed to closely resemble the east elevation on Admiralty Way. This was done so as you observe the building from the water it does not look like the "rear" of the building.

Building VI – Restaurant & Retail

Pacific Marina Venture, LLC is currently in currently in negotiation with a major restaurant for the lease of over 8,000 square feet of restaurant. The restaurant will occupy two floors and will be designed in a Spanish motif to resemble another one of the tenant's existing restaurant. A tower will be located to face Admiralty Way and Bali Way and will serve as the entry foyer to the restaurant. The restaurant will have uninterrupted view of the water. Exterior dining in the outdoor patio will again enhance the dining experience. A small coffee shop will be located on the south side of building with access to the courtyard.

Parking

Convenient parking is extremely important in a development such as Pier 44. All the parking will be on-grade and will be spread throughout the project. Parking for boaters and visitors will be provided in parking areas on each side of all buildings. A parking analysis has been prepared as shown on sheet A-1.

Landscaping

The planting concept for Marina parcel 44 takes into consideration its surrounding environment to provide a functional and yet aesthetically pleasing scheme. Attention to preserve view corridor of the boat slips has been one of the key factors in placement of major primary trees. Texture, scale and color contrast provide a vibrant and spatially interesting notes, plaza space and promenade space. Parking lot trees will provide shade as well as soften the overall hardscape and parked vehicles.

A carefully selected plant palette will reflect Southern California's sensitive Coastal plant community to provide a diverse and yet interesting family of trees, shrubs and groundcovers. All species will be specially selected for their ability to thrive in the coastal zone as well as minimal water consumption in keeping with the California's Water Conversation initiatives.

Hierarchical placement of groundcovers, shrubs and trees will not only provide a visually pleasing space, but also retain the human scale necessary for a dynamic and engaging environment. This is especially true along the promenade and points of entry and intersections.

With the implementation of landscape material, Marina Parcel 44 will be an inviting place in the City of Marina Del Rey for both business and pleasure.

Conclusion

Our proposed development plan for Pier 44 can certainly be called a "boaters' paradise". The project has been designed to provide boaters the amenities and functions they require. A person can purchase a boat, acquire boats parts he or she needs to maintain and accessorize their boat, and shop on-site for food and beverage.

We have greatly enhanced the public's access to and visibility of the harbor on Pier 44. Complete landscape plans and lighting consultant presentation will be provided as part of the final DCB review. We have maintained an architectural theme throughout Pier 44 project that will welcome the community and be wonderful environment for boaters and the local community.

Sincerely,

Jack Hollander, AIA

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Dier - 44

ADMIRALTY WAY MARINA DEL REY, CALIFORNIA

CLIENT:

PACIFIC MARINA VENTURE, LLC 13737 FIJI WAY MARINA DEL REY, CA 90292



Dier 44

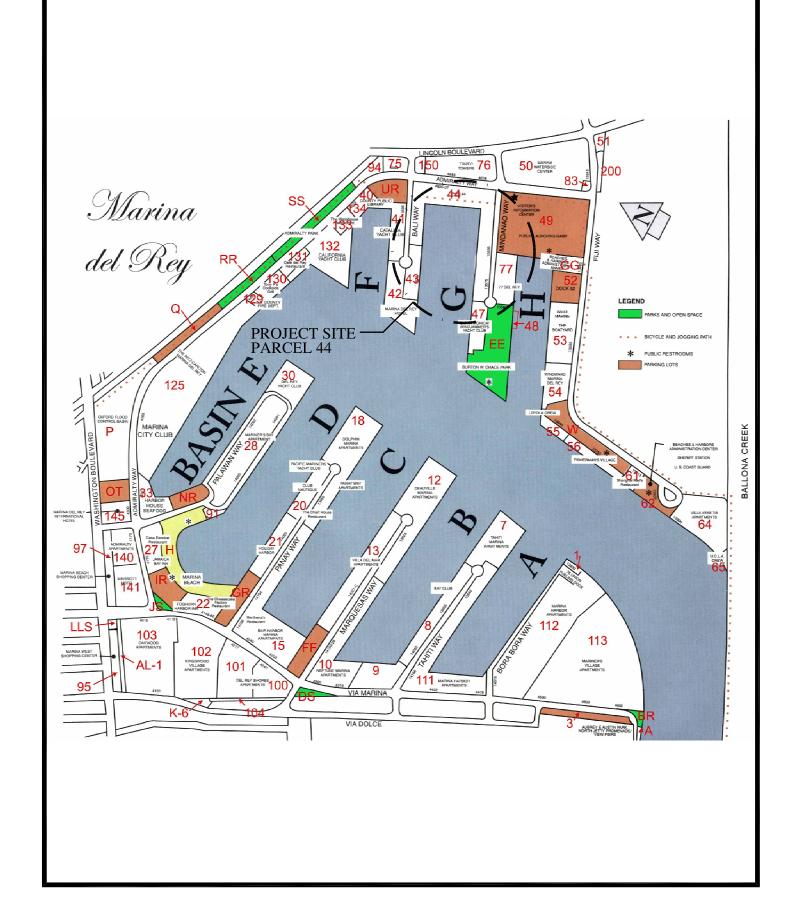
MARINA DEL REY, CALIFORNIA

SHEET INDEX

SCALE:

		SCALE:
	COVER SHEET	
	SHEET INDEX	
	RENDERING: PIER 44, BUILDING II "TRADER JOE'S", VIEW I	
	RENDERING: PIER 44, BUILDING II "TRADER JOE'S", VIEW 2	
	RENDERING: PIER 44, BUILDING IV "WEST MARINE", VIEW I	
	RENDERING: PIER 44, BUILDING IV "WEST MARINE", VIEW 2	
	RENDERING: PIER 44, BUILDING V "RETAIL"	
	RENDERING: PIER 44, BUILDING VI "RETAIL/RESTAURANT"	
A-0	SURVEY/ EXISTING SITE PLAN	"=50'-0"
A-1	SITE PLAN & PROJECT ANALYSIS	"=50'-0"
A-2	OVERALL IST FLOOR PLAN	"=30'-0"
A-3	BUILDING II "TRADER JOE'S", FLOOR PLAN	"=30'-0"
A-4	BUILDING II "TRADER JOE'S", NORTH ELEVATION	/ 6"= '-0"
A-5	BUILDING II "TRADER JOE'S", SOUTH ELEVATION	/ 6"= '-0"
A-6	BUILDING II "TRADER JOE'S", WEST ELEVATION	1/16"=1'-0"
A-7	BUILDING II "TRADER JOE'S", EAST ELEVATION	/ 6"= '-0"
A-8	BUILDING IV "WEST MARINE", IST FLOOR PLAN	"=30'-0"
A-9	BUILDING IV "WEST MARINE", 2ND FLOOR PLAN	"=30'-0"
A-10	BUILDING IV "WEST MARINE", WEST ELEVATION	/ 6"= '-0"
A-11	BUILDING IV "WEST MARINE", SOUTH ELEVATION	/ 6"= '-0"
A-12	BUILDING IV "WEST MARINE", EAST ELEVATION	/ 6"= '-0"
A-13	BUILDING IV "WEST MARINE", NORTH ELEVATION	1/16"=1'-0"
A-14	BUILDING V "RETAIL", FLOOR PLAN	"=30'-0"
A-15	BUILDING V "RETAIL", WEST ELEVATION	/ 6"= '-0"
A-16	BUILDING V "RETAIL", EAST ELEVATION	/ 6"= '-0"
A-17	BUILDING V "RETAIL", NORTH ELEVATION	/ 6"= '-0"
A-18	BUILDING V "RETAIL", SOUTH ELEVATION	1/16"=1'-0"
A-19	BUILDING VI "RETAIL/RESTAURANT", FLOOR PLAN	"=30'-0"
A-20	BUILDING VI "RETAIL/RESTAURANT", EAST ELEVATION	1/16"=1'-0"
A-21	BUILDING VI "RETAIL/RESTAURANT", NORTH ELEVATION	1/16"=1'-0"
A-22	BUILDING III "BOATER'S BATHROOM", PLAN & ELEVATIONS	1/8"=1'-0"
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VICINITY MAP





BUILDING - II



Jack Hollander & Associates, Inc.

Architecture Planning Interiors



OWNER:
PACIFIC MARINA VENTURE, LLC
13737 FIJI WAY, C-10
MARINA DEL REY, CA 90292







OWNER:
PACIFIC MARINA VENTURE, LLC
13737 FIJI WAY, C-10
MARINA DEL REY, CA 90292



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OWNER:
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13737 FIJI WAY, C-10
MARINA DEL REY, CA 90292









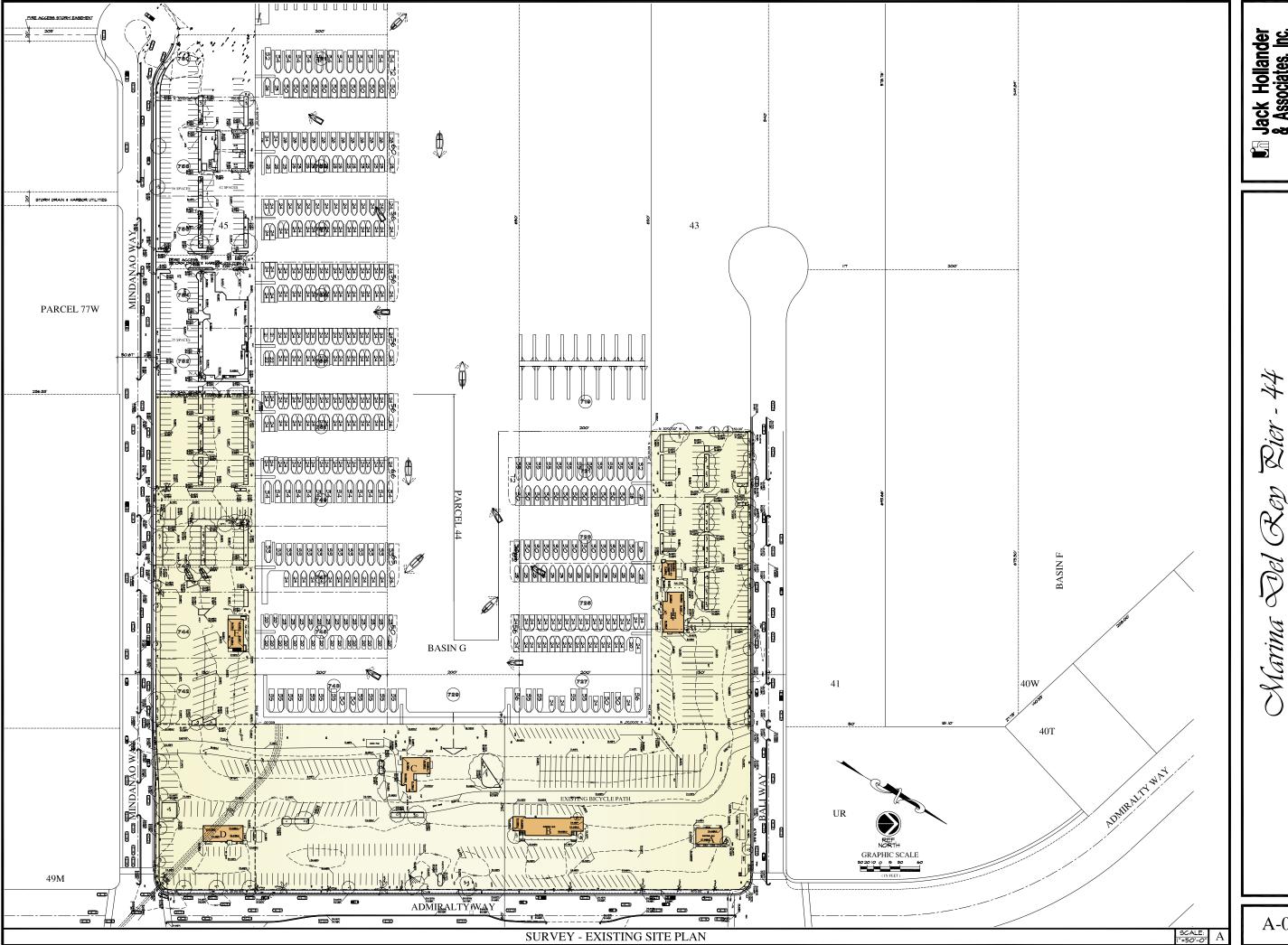
BUILDING - V

RETAIL

Marina Dier 44

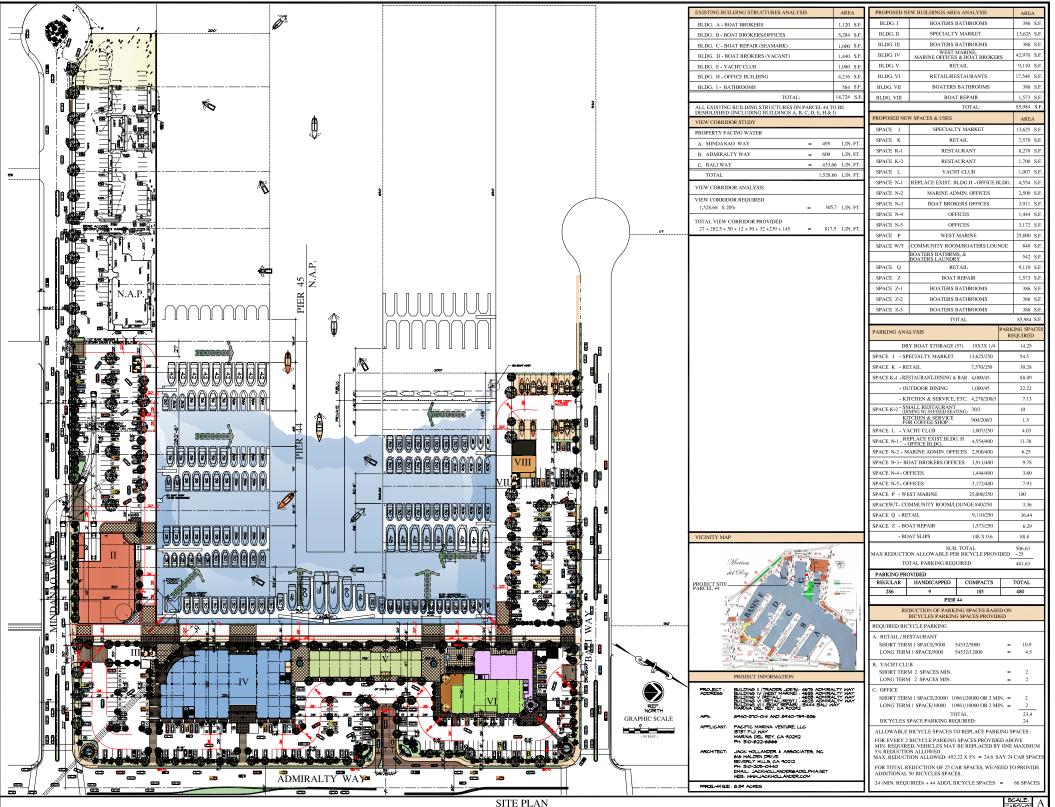
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MARINA DEL REY, CA 90292





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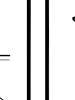


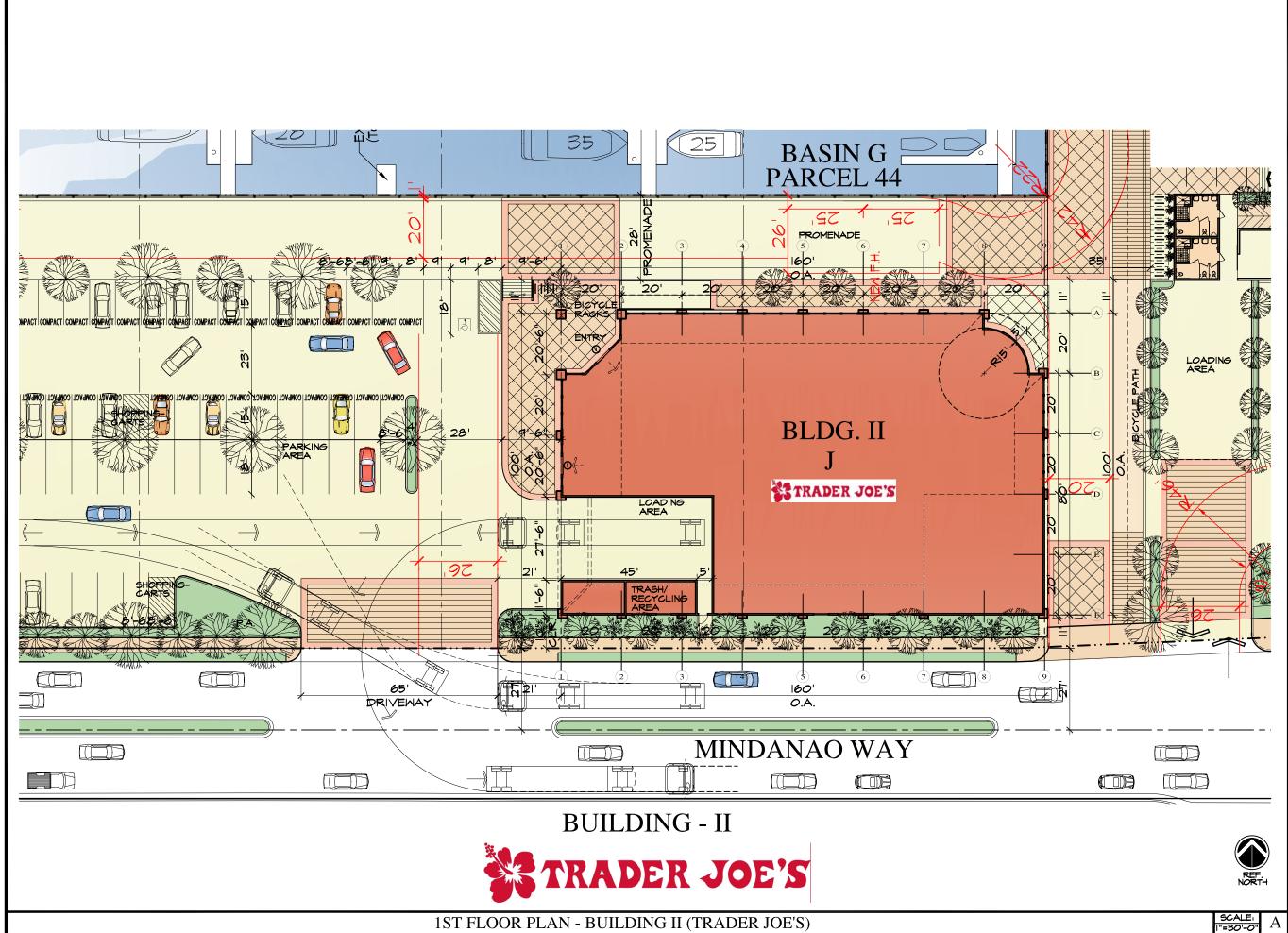
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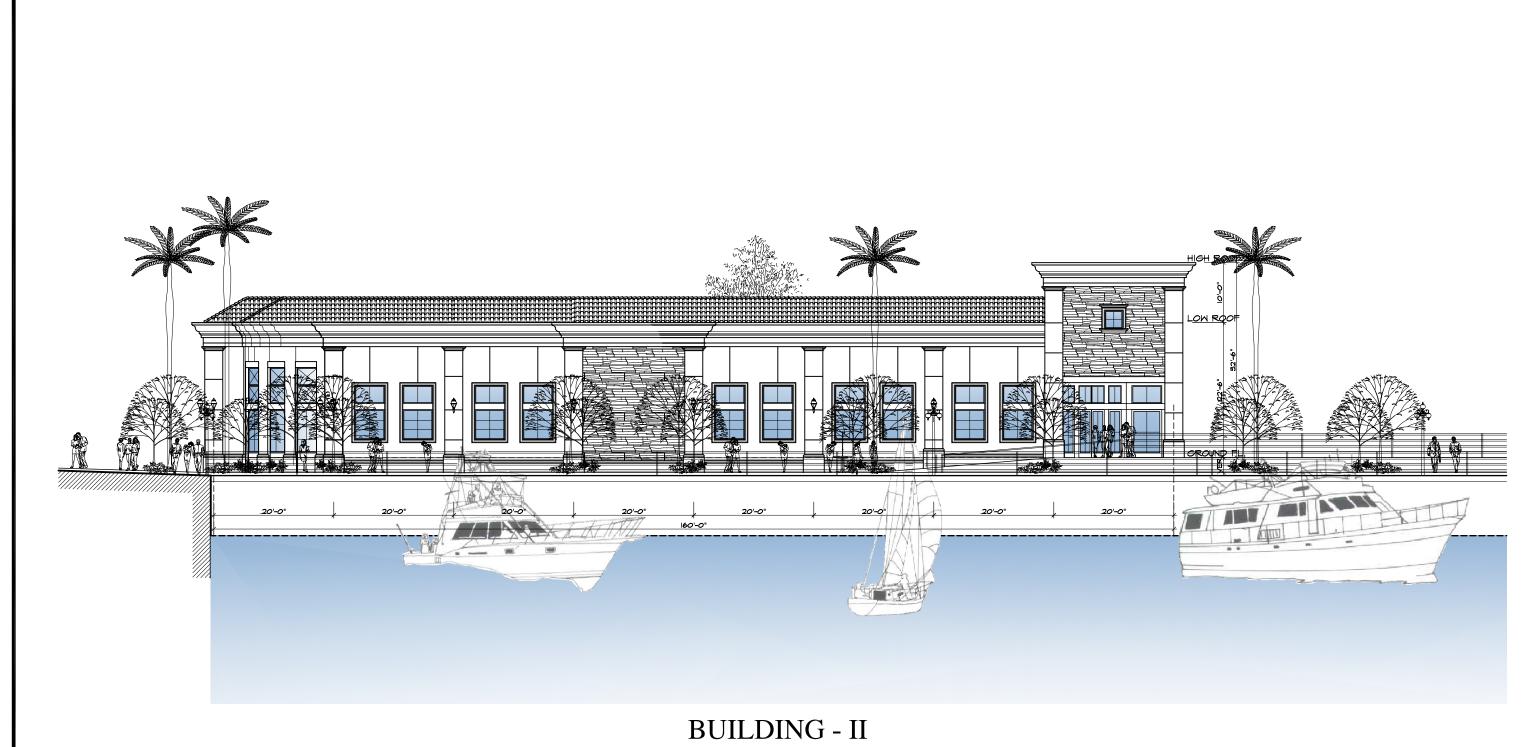
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ALTERNATE NORTH ELEVATION - BUILDING II (TRADER JOE'S)

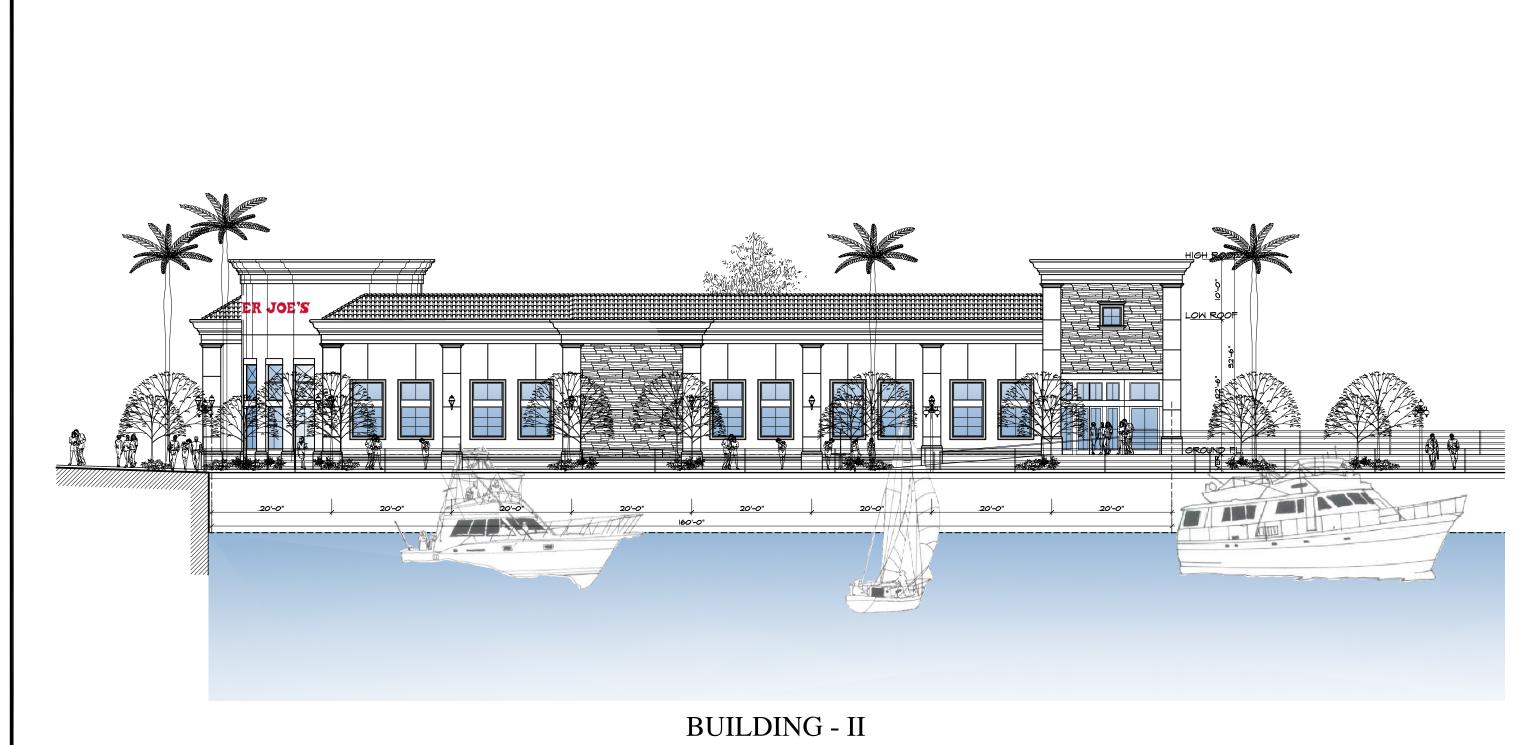






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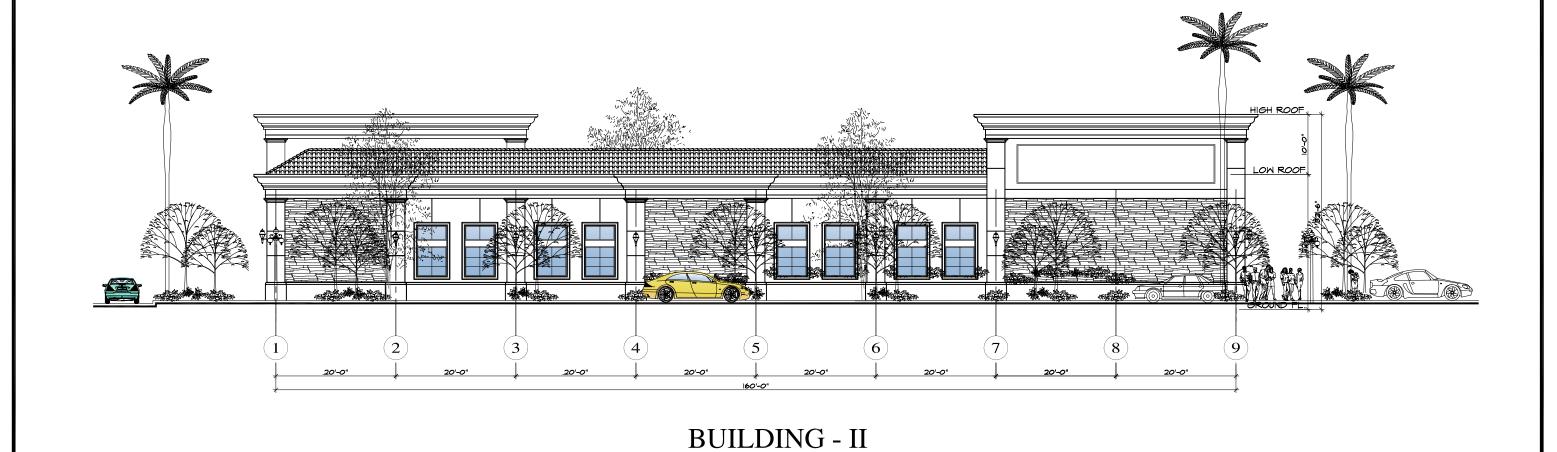
NORTH ELEVATION - BUILDING II (TRADER JOE'S)







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TRADER JOE'S

SOUTH ELEVATION - BUILDING II (TRADER JOE'S)

Marina Del Rey, Dier - 44

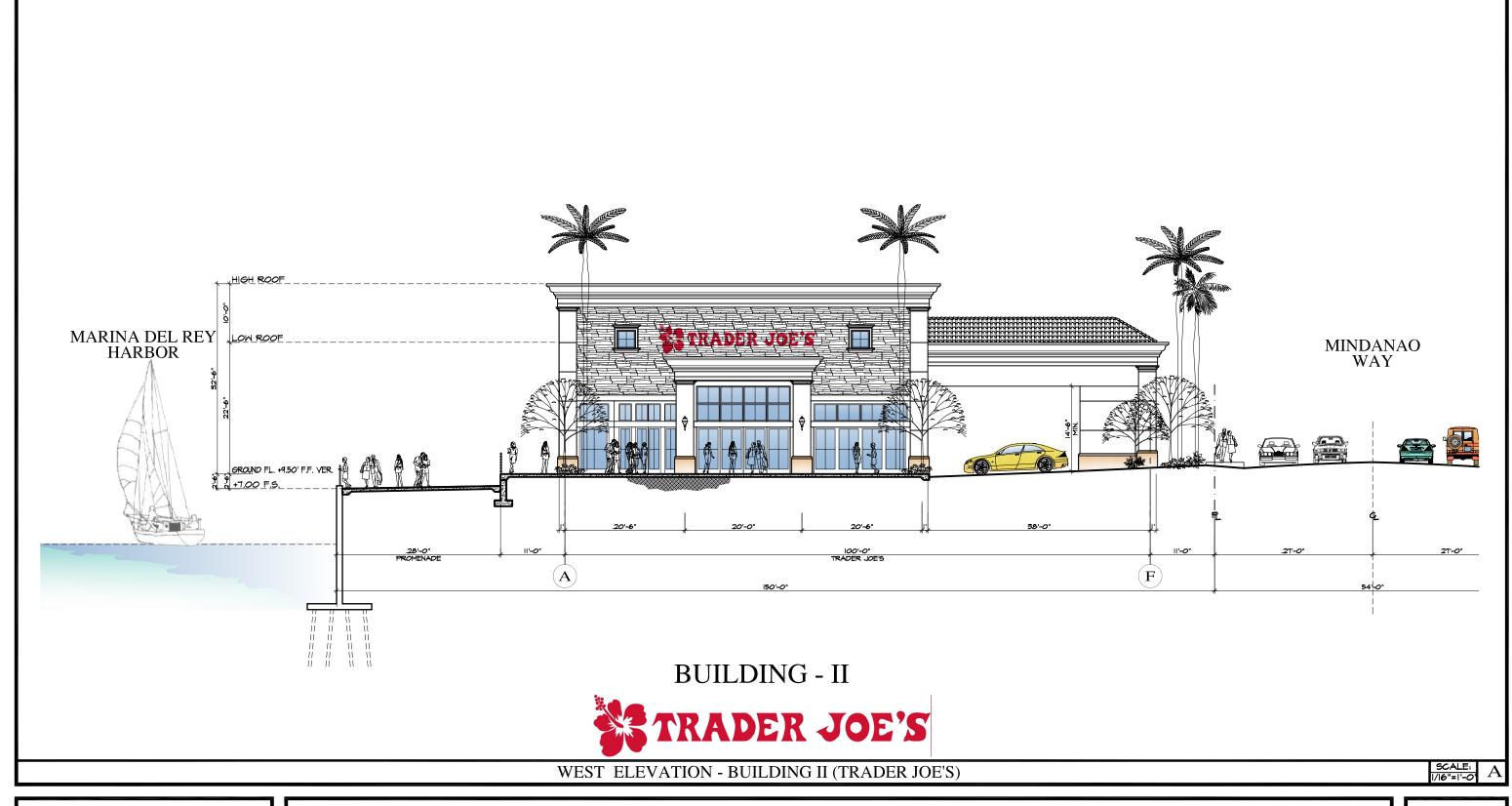
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MARINA DEL REY, CALIFORNIA

DATE: 06-19-13

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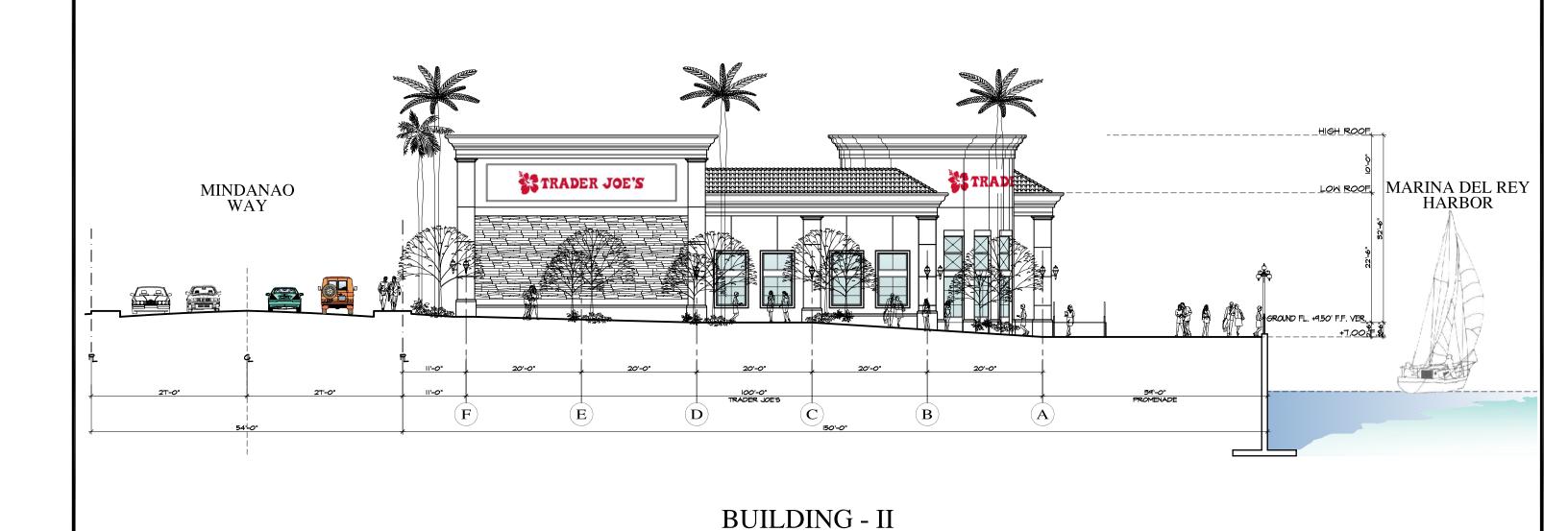
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MARINA DEL REY, CALIFORNIA

TRADER JOE'S

ALTERNATE EAST ELEVATION - BUILDING II (TRADER JOE'S)

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ALTERNATE



TRADER JOE'S

EAST ELEVATION - BUILDING II (TRADER JOE'S)

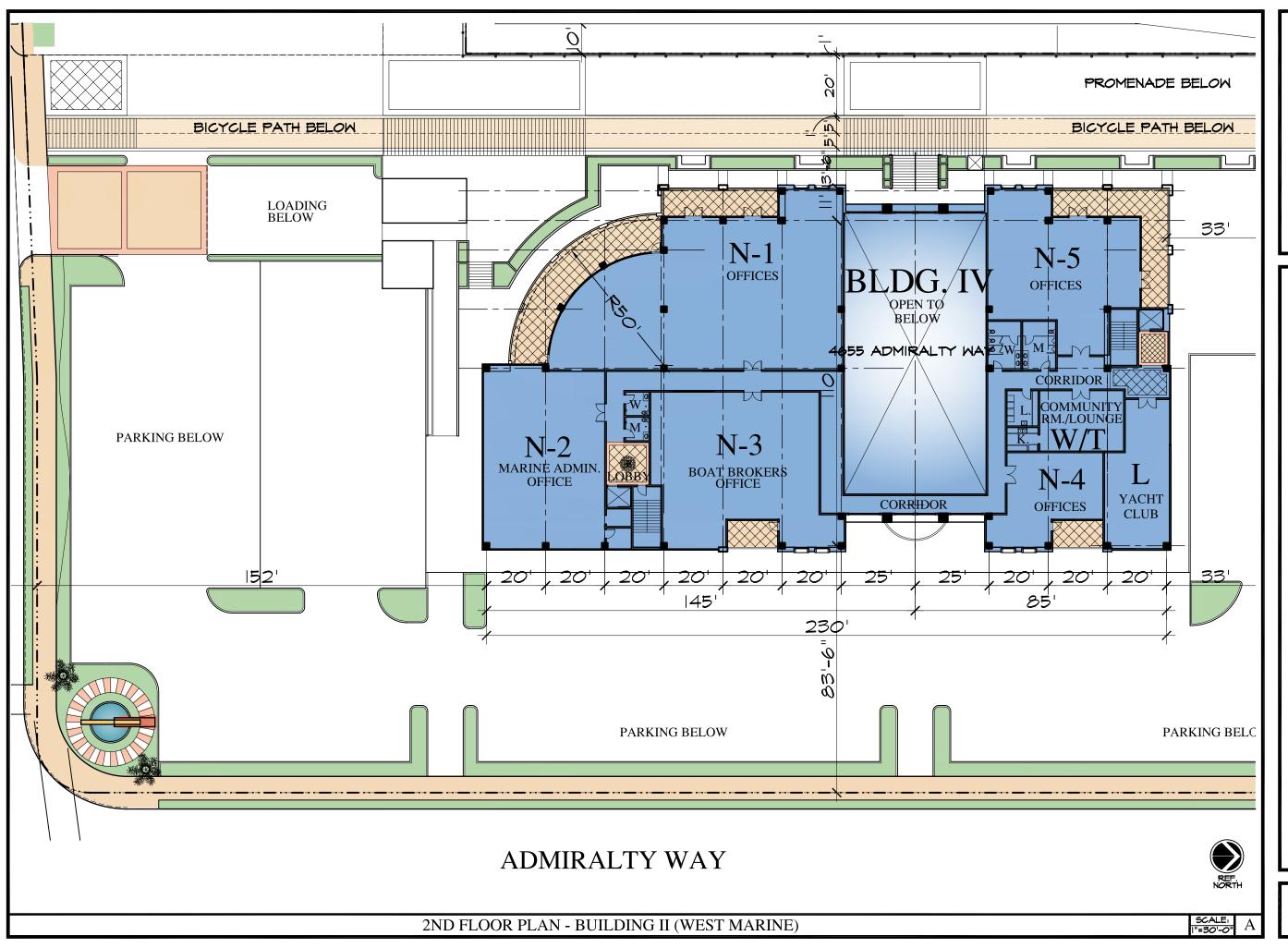
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MARINA DEL REY, CALIFORNIA

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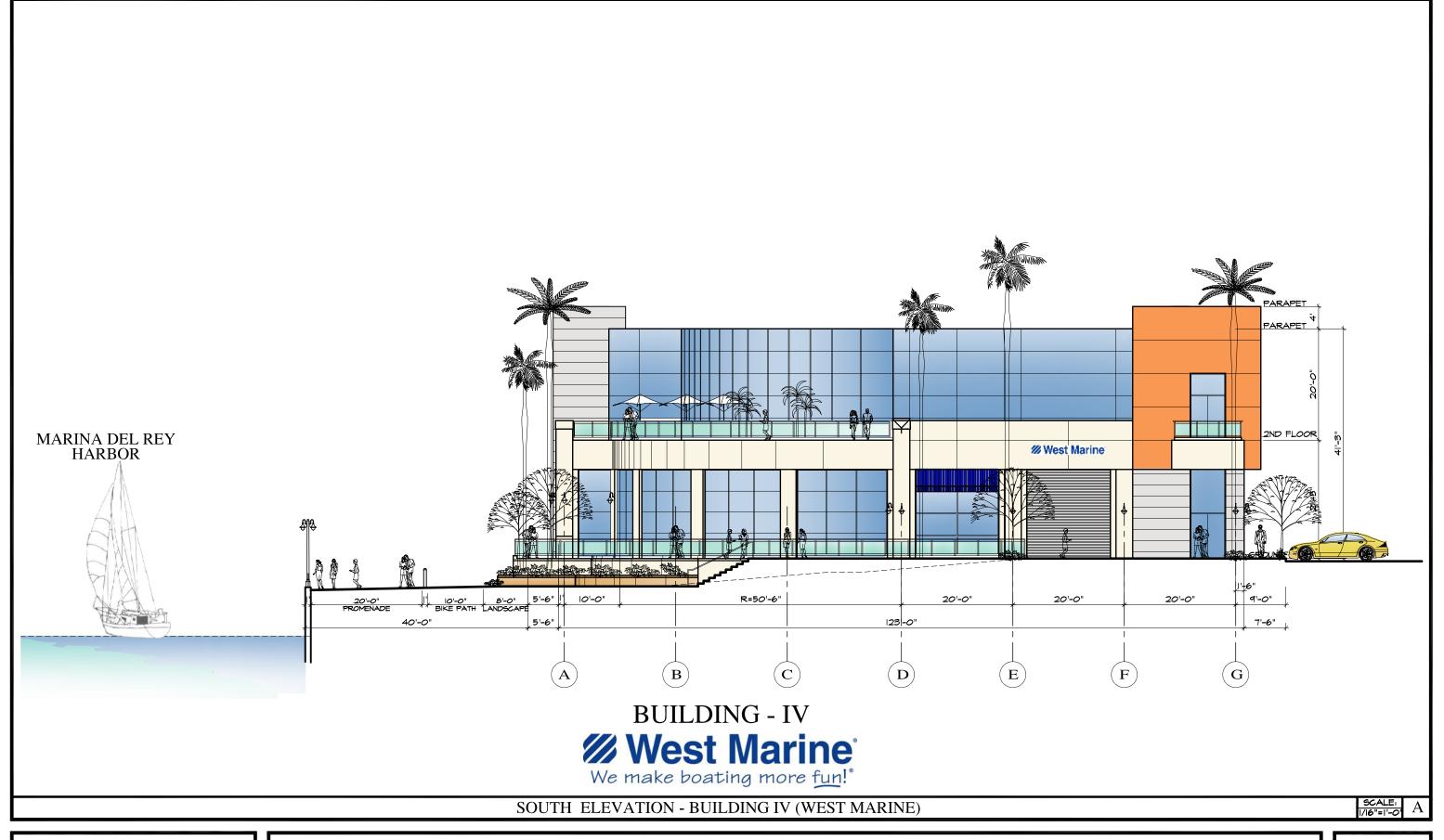
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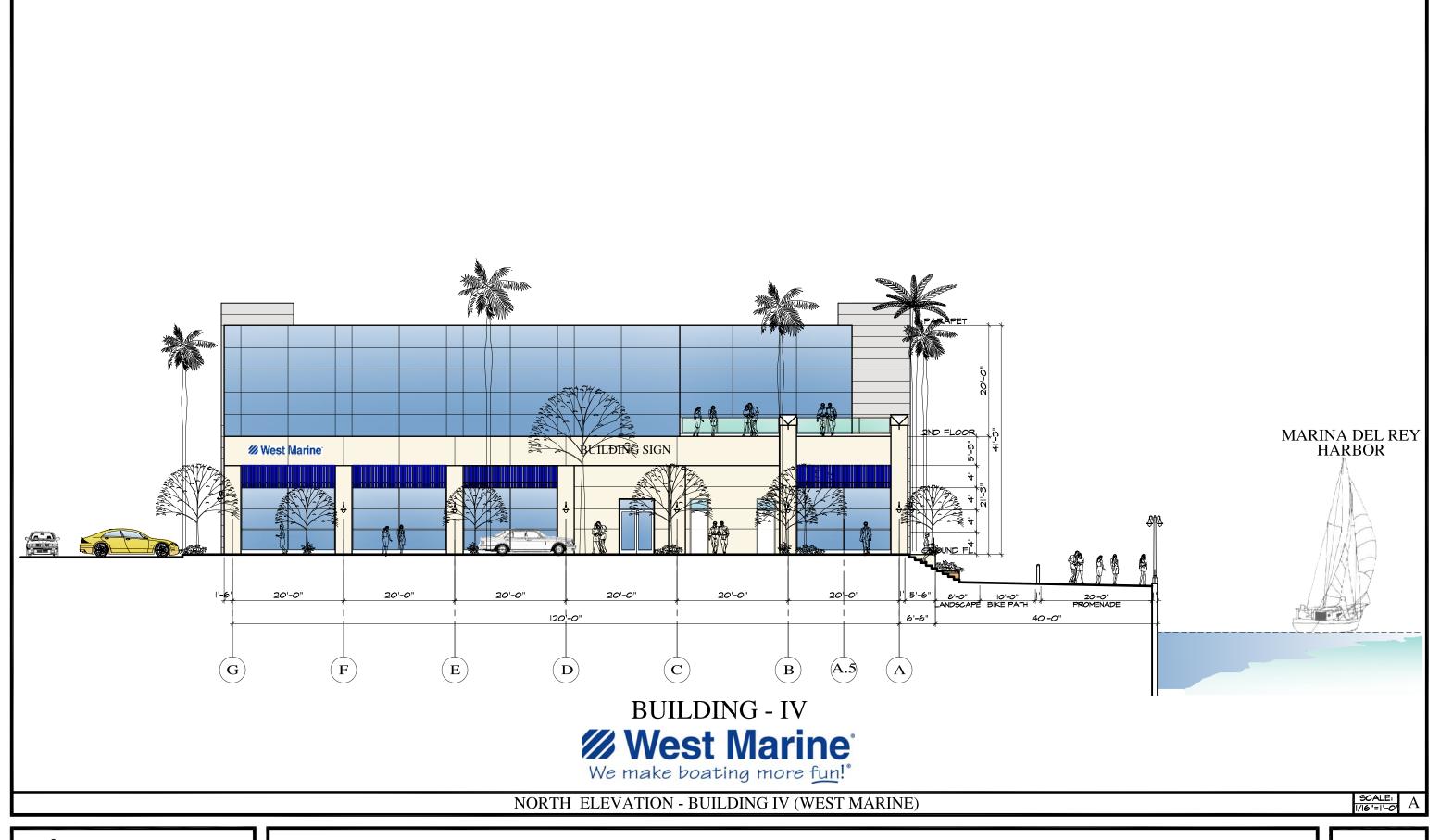
















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ADMIRALTY WAY
MARINA DEL REY, CALIFORNIA











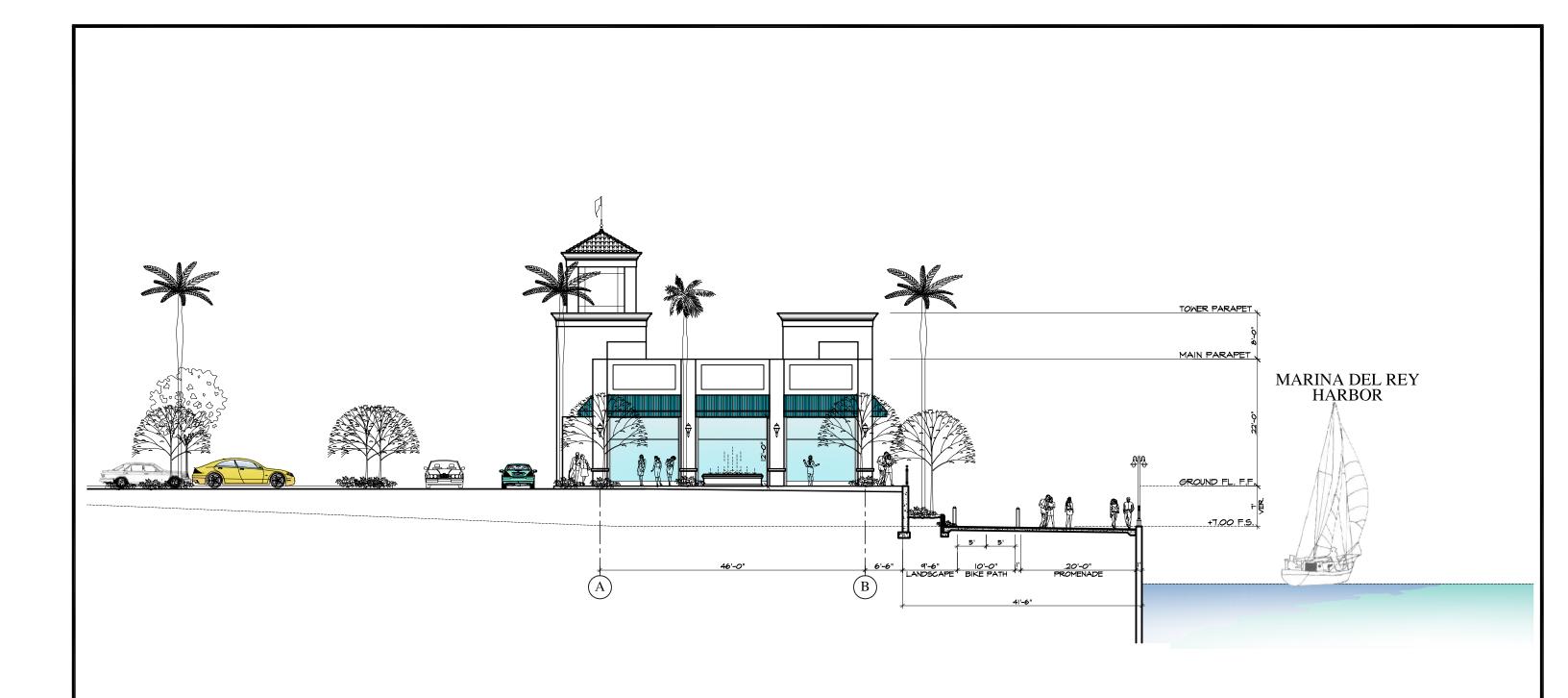


BUILDING - V

RETAIL BUILDING

EAST ELEVATION - BUILDING V (RETAIL)

DATE: 06-19-13



BUILDING - V RETAIL BUILDING

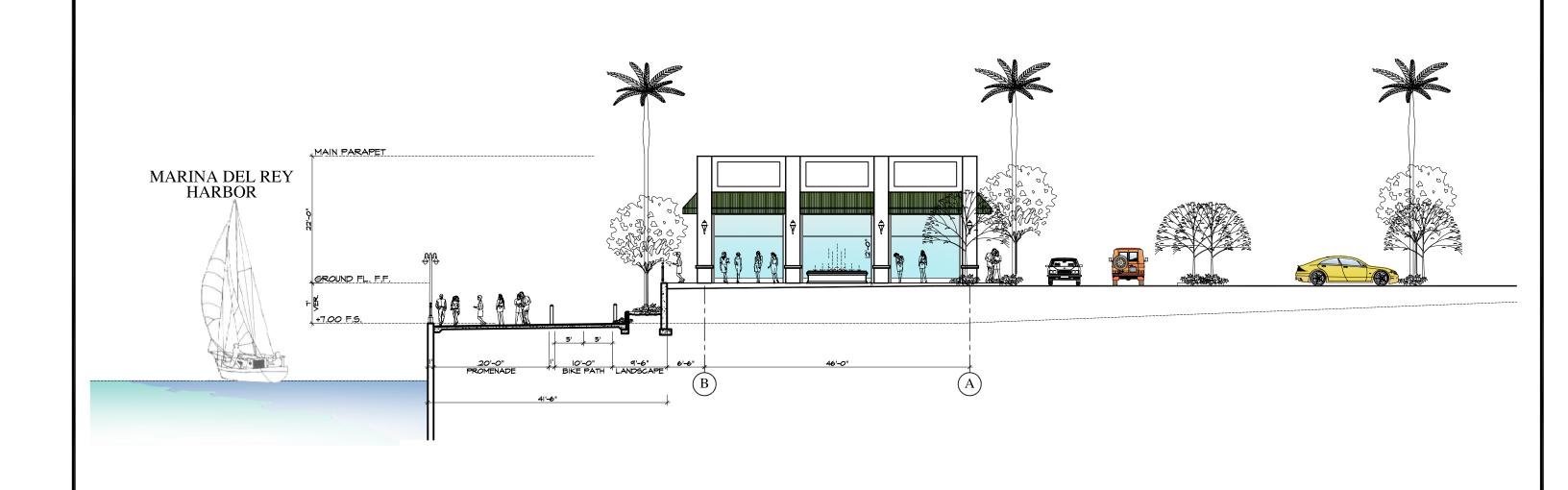
NORTH ELEVATION - BUILDING V (RETAIL)







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BUILDING - V RETAIL BUILDING

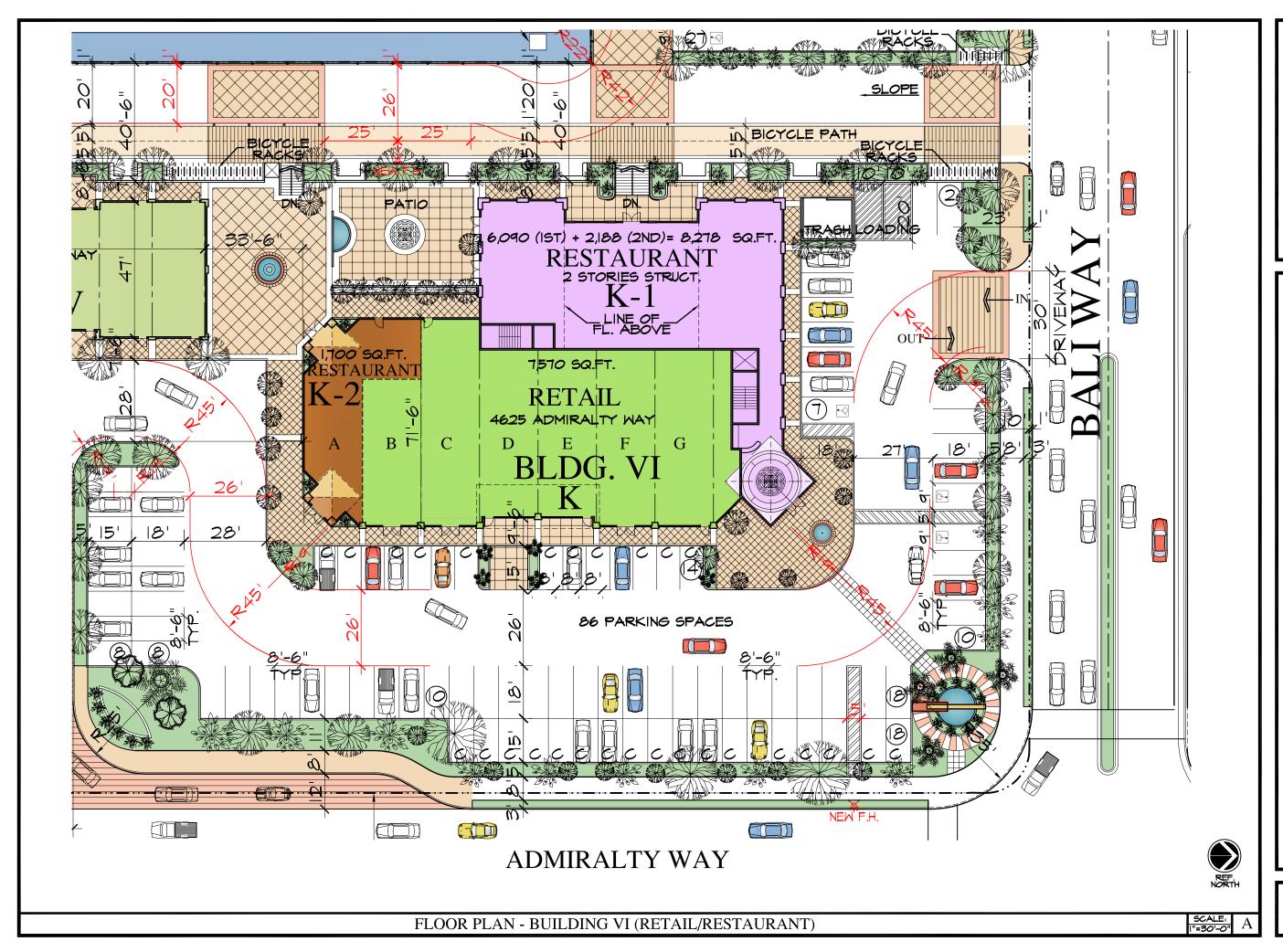
SOUTH ELEVATION - BUILDING V (RETAIL)







DATE: 06-19-13



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MARINA DEL REY, CALIF



BUILDING - VI RETAIL /RESTAURANT BUILDING

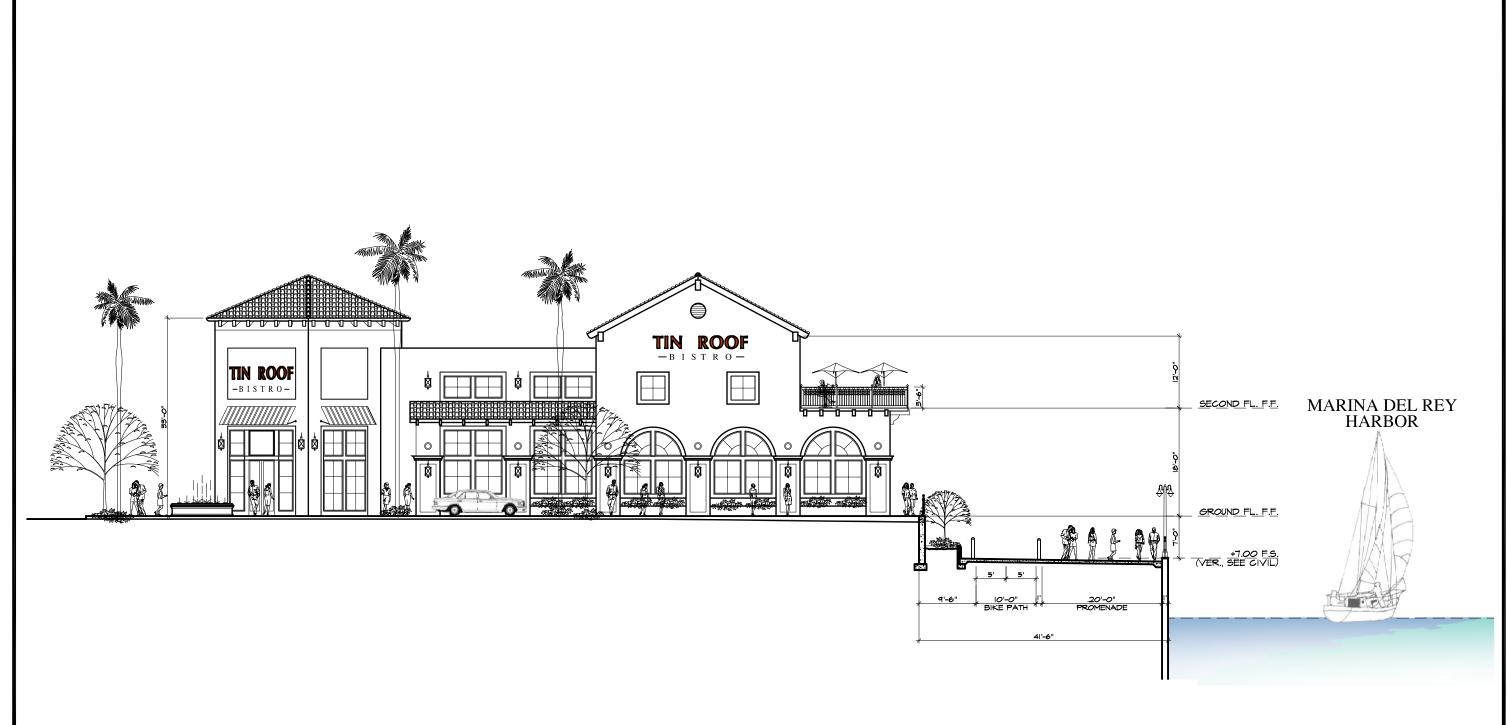
EAST ELEVATION - BUILDING V (RETAIL / RESTAURANT)







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BUILDING - VI RETAIL /RESTAURANT BUILDING

NORTH ELEVATION - BUILDING V (RESTAURANT)

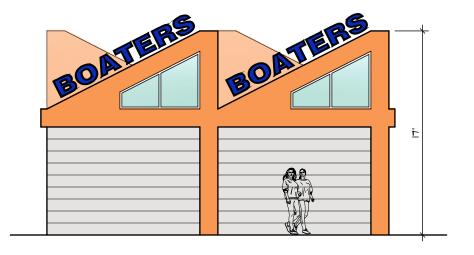


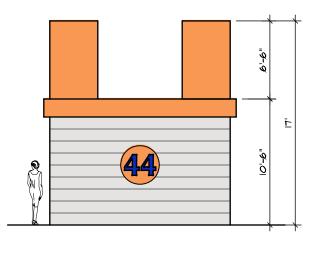




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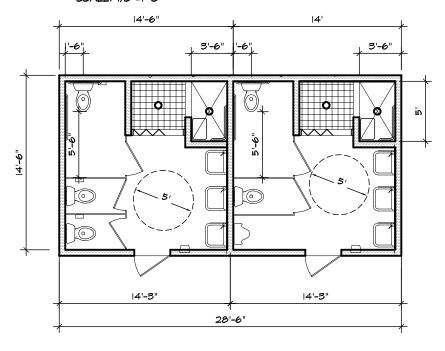






SOUTH & NORTH ELEVATION

 $\frac{WEST\ ELEVATION}{\text{SCALE: }1/6"=1'-0"}$



FLOOR PLAN
SCALE: 1/8"=1'-0"

BUILDING - III (BUILDING - I SIMILAR)

BOATER'S BATHROOMS

FLOOR PLANS & ELEVATIONS - BUILDING III (BOATER'S BATHROOMS)

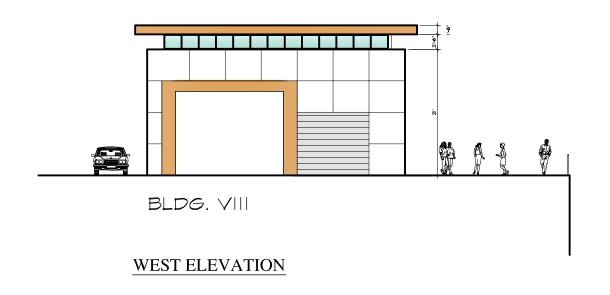
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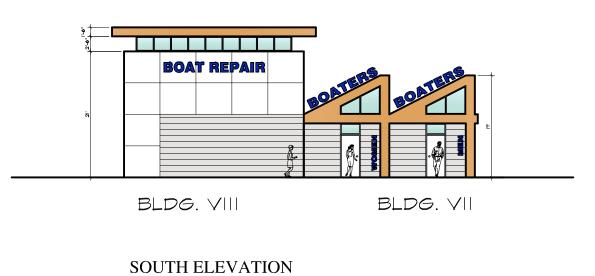
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BUILDING - VII & VIII BOATER'S BATHROOM & BOAT REPAIR

ELEVATIONS - BUILDING VII & VIII







DATE: 06-19-13