



# Los Angeles County Department of Regional Planning

*Planning for the Challenges Ahead*



Richard J. Bruckner  
Director

October 28, 2014

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, CA 90012

Dear Supervisors:

## **APPROVAL OF THE MARINA DEL REY VISION STATEMENT (ALL SUPERVISORIAL DISTRICTS) (3-VOTES)**

### **SUBJECT**

The Department of Regional Planning is seeking Board approval of the Marina del Rey Vision Statement.

### **IT IS RECOMMENDED THAT THE BOARD:**

Approve the Marina del Rey Vision Statement.

### **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

The Marina del Rey Vision Statement establishes a framework to guide future decision making on development, policies, and development standards as land use opportunities, economic/market conditions, special needs, and other opportunities rise or become available. This framework includes recommendations and proposed implementation actions to achieve the goals for Marina del Rey contained in the Vision Statement.

Most development in Marina del Rey is subject to the Marina del Rey Local Coastal Program (LCP), and permitting is undertaken by the Department of Regional Planning (DRP). Occasionally, a project requires an amendment to the LCP, which requires additional approval by the California Coastal Commission (CCC). As the CCC conducted its Periodic Review of the LCP in 2007-08, it came to their attention that several Marina del Rey projects in the County permitting process required LCP amendments. CCC requested that these "pipeline projects" be consolidated into one LCP amendment to facilitate CCC's evaluation of the projects' cumulative impacts. CCC also requested that the County undertake a visioning process for future development in Marina del Rey to update the LCP and to minimize the need for LCP amendments. The County agreed to these requests and in September 2009 the Board adopted a Motion directing DRP and the Department of Beaches and Harbors to undertake the "Roadmap" for Marina del Rey. The Roadmap consisted of three actions:

- Complete the County's response to the CCC's Periodic Review of the Marina del Rey LCP.
- Submit to CCC one consolidated LCP amendment of all known projects that would require an LCP amendment.
- Undertake a visioning process for future development in Marina del Rey.

Completion of the Vision Statement represents completion of the Roadmap.

DRP staff has prepared a Vision Statement for Marina del Rey. The Vision Statement, which is consistent with the Marina del Rey LCP, was formulated in collaboration with the County Departments of Beaches and Harbors and Public Works, and after taking input from County advisory bodies (including the Small Craft Harbor Commission, the Design Control Board and the Regional Planning Commission) and the public. Input received from the public and from consultants retained by DRP to assist with the visioning effort is contained in appendices which accompany the Vision Statement. The Vision Statement and the appendices are attached for your consideration.

### **Implementation of Strategic Plan Goals**

The project supports the County's Strategic Plan Goal of Community Support and Responsiveness (Goal 2) by protecting and enhancing access to recreational resources and services in the County's coastal areas and delivering customer-oriented municipal services to the unincorporated community of Marina del Rey.

### **FISCAL IMPACT/FINANCING**

Approval of the Vision Statement does not have any fiscal impacts. However, DRP does intend to prepare and request amendments to the Marina del Rey LCP as a result of the "Roadmap" for Marina del Rey, undertaken per the Board's direction (see Statement of Proceedings, Item 2, September 1, 2009). The amendment process will involve the public, and Regional Planning will work collaboratively with other County departments to draft the proposed amendments. At this time, we are unable to determine future costs expected as a result of this action.

### **OPERATING BUDGET IMPACT**

There is no impact on the Department's Operating Budget as a result of the recommended action. DRP will explore all funding strategies for a future amendment process once amendments are identified and cost estimates are developed.

**FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

Completion of the Marina del Rey Vision Statement marks the completion of the “Roadmap” for future development agreed to in 2009 by the Board and the CCC. The action requested of the Board satisfies the Motion adopted by the Board in 2009, directing DRP and the Department of Beaches and Harbors to complete a visioning process for Marina del Rey in five years.

**ENVIRONMENTAL DOCUMENTATION**

The Marina del Rey Vision Statement is not a project as defined by the California Environmental Quality Act, as setting forth a vision for the community is an administrative activity that will not result in direct or indirect physical changes in the environment. Therefore, no environmental documentation is required.

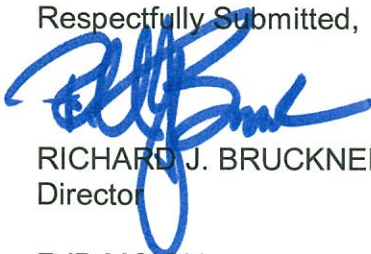
**IMPACT ON CURRENT SERVICES/PROJECTS**

The recommended action will have no impact on current services or projects.

**CONCLUSION**

The Board’s approval of the recommended action will allow the County to fulfill its agreement with the CCC and to fulfill its obligation pursuant to the Motion to complete a visioning process for Marina del Rey within five years.

Respectfully Submitted,



RICHARD J. BRUCKNER  
Director

RJB:MC:GN:gn:ems

Attachments: Marina del Rey Vision Statement  
Vision Statement Appendices

- c: Executive Office, Board of Supervisors
- County Counsel
- Beaches and Harbors
- Chief Executive Office

# Marina del Rey Vision Statement



Los Angeles County  
Department of Regional Planning  
September 2014



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## INTRODUCTION

Marina del Rey is a small-craft harbor, visitor-serving destination, and residential community located in western Los Angeles County along Santa Monica Bay. The small-craft harbor was constructed in the mid 1960s. Residential, commercial, and visitor-serving development followed over the next two decades. Since it was originally created, Marina del Rey has matured, consumer tastes and recreational interests have changed, and a revised vision to guide future redevelopment is needed. This Vision Statement has been created to provide that guidance.

### Purpose of the Vision Statement

This Marina del Rey Vision Statement establishes a framework to guide future decision-making on development, policies, and development standards as land use opportunities, economic/market conditions, special needs, and other opportunities arise or become available. This framework includes recommendations and proposed implementation actions, and identifies County departments anticipated to be responsible for implementation. The County will use the recommendations and proposed implementation actions in this document to achieve the following goals for Marina del Rey:

- Create a vibrant destination for all Los Angeles County residents and visitors.
- Support boating and other water-oriented activities.
- Promote environmental and sustainability goals shared with the California Coastal Commission.
- Provide low-cost access to the Marina's waterfront and amenities.
- Provide a desirable place to recreate and live.
- Achieve County goals for economic development and revenue-generation by encouraging reinvestment in properties.

Before the County commits to implementing any aspect of the Marina del Rey Vision Statement or initiates any program that would be considered a project under the California Environmental Quality Act (CEQA), appropriate environmental documentation that has analyzed potential environmental impacts will be produced for consideration by the Los Angeles County Regional Planning Commission and/or Board of Supervisors.



## EXECUTIVE SUMMARY

Public input, discussions with County advisory bodies, and technical analyses by consultants provide the basis for the ideas and recommendations presented in this Vision Statement. The major ideas and recommendations are depicted on the map on page 4 and are summarized below.

### Community Vision

Individuals who participated in the visioning process articulated an ideal for what their community could be. That ideal, or vision, is:

**Marina del Rey is a vibrant, sustainable, pedestrian-/visitor-/resident-/ and boater-friendly destination that supports water-oriented activities, provides low-cost access to the water, contains a variety of shopping and dining experiences, and is a premier location where people want to play, relax, and live.**

The Vision Statement sets forth recommendations through which this vision will be achieved. The recommendations will:

- Create activity districts to develop synergies within districts
- Improve mobility and directional signage to make it easier to travel around the Marina, especially without an automobile
- Enhance the image of the Marina and its built environment
- Enhance access to and amenities for recreation
- Provide public gathering spaces to take advantage of the waterfront setting

### Input

Beginning in April 2013, County staff met with members of the public to hear their ideas and concerns about future development in Marina del Rey. Outreach activities included telephone interviews, a community kick-off question-and-answer meeting, community workshop and walking tour, numerous focus groups, stakeholder interviews, and an interactive town hall-style website. During that time, many individuals provided comments directly to staff and via email and telephone. Staff also met with the Regional Planning Commission, Small Craft Harbor Commission, and Design Control Board to take their input. The Department of Regional Planning contracted with consultants to perform technical analyses on existing conditions in the Marina and to provide suggestions for improvement.

The overarching themes that emerged from public, advisory body, and consultant input are:

- Create activity districts.
- Improve mobility and directional signage.
- Enhance the image of the Marina and its built environment.
- Enhance recreation opportunities.
- Provide public gathering spaces.

## **Recommendations**

Working with the Departments of Beaches and Harbors and Public Works, the Department of Regional Planning evaluated the public input and consultant suggestions and makes the following principal recommendations:

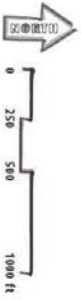
- Cluster land uses into four districts:
  - The Residential District is intended to remain a predominantly residential area supported by resident-serving uses.
  - Marina Beach is intended to be developed with marine-related, beach-oriented, and other supportive uses.
  - Visitor's Row is intended to be developed with visitor- and resident-serving uses and amenities.
  - Boater's Way is intended to be a boating center where most boating-related businesses and services are located.
- Retain boat service, repair, and operations uses in the existing area along Fiji Way.
- Retain parcels 49M/R/S as a boat launch facility and provide additional amenities to serve non-motorized boaters.
- Co-locate the harbor administration offices, the Lloyd Taber-Marina del Rey Library, and a visitor's information center around the area currently occupied by the Library.
- Enhance the non-motorized boating amenities and support infrastructure such as parking, rinse areas, restrooms, and storage at Marina Beach and elsewhere in the Marina.



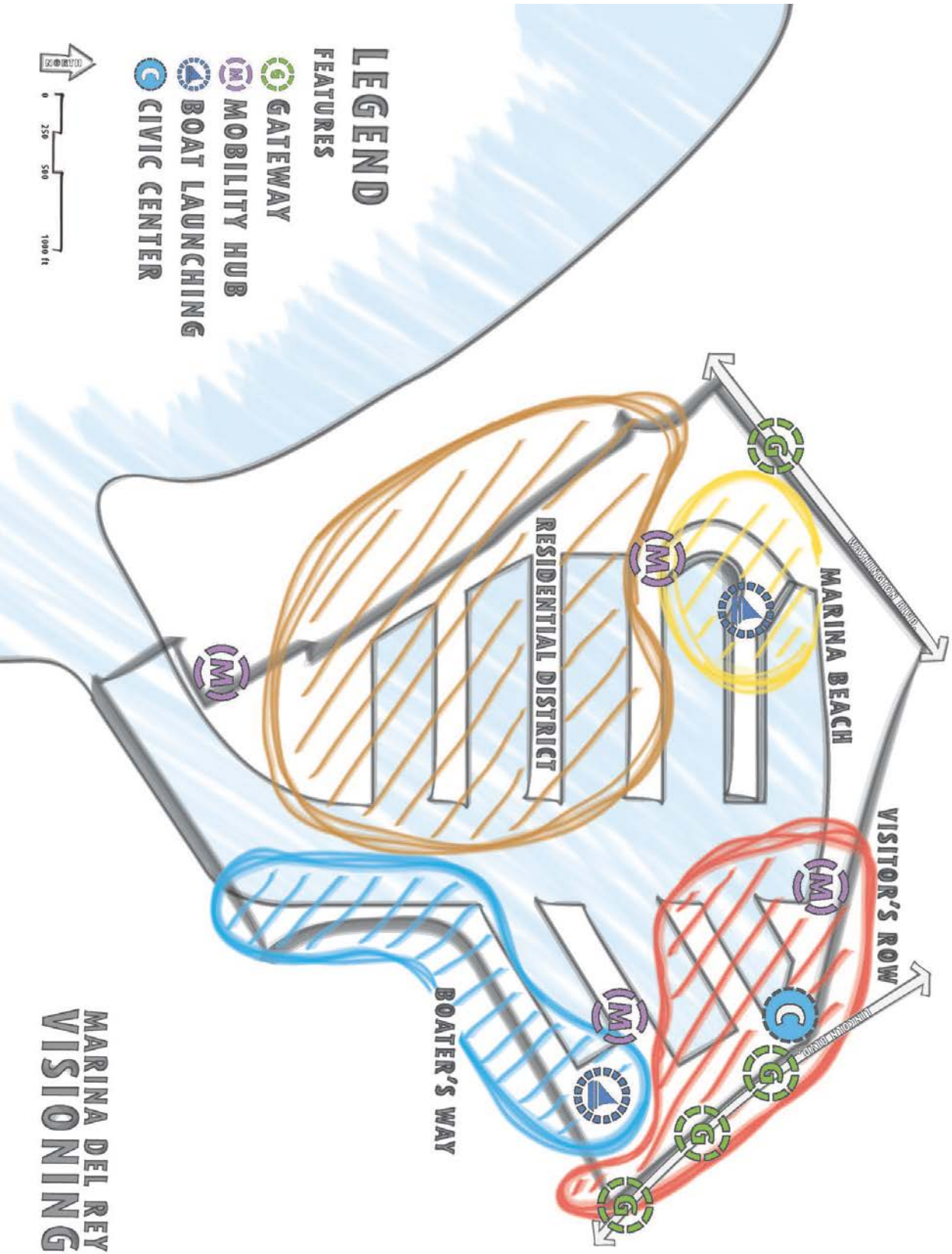


- Continue the use of the “bowl” concept to guide building heights throughout the Marina, developing taller buildings outside of Admiralty Way and Via Marina and shorter buildings along the waterfront.
- Develop urban design guidelines to assist in the design of public and private redevelopment projects.
- Develop multi-modal mobility hubs that would co-locate vehicular, transit, bicycle, and pedestrian facilities at strategic locations throughout the Marina and serving each activity district.
- Develop park-once districts around the mobility hubs to consolidate parking and allow people to quickly enter the Marina, park, get out of their cars, and navigate the Marina without the use of cars.
- Improve directional signage.
- Develop gateway signage at main access points to the Marina.
- Enhance bicycle and pedestrian paths and the overall walkability of the Marina.





- LEGEND**  
**FEATURES**
- GATEWAY
  - MOBILITY HUB
  - BOAT LAUNCHING
  - CIVIC CENTER



**MARINA DEL REY  
 VISIONING**

## **Implementation**

Implementation of the Vision Statement will take place in short-term and long-term phases, and could necessitate a number of actions to realize the ideas and recommendations contained in this document. These recommendations will be used to guide:

- Decisions concerning individual projects.
- Negotiations for lease extensions and new leases.
- Work programs for County departments with responsibilities in the Marina.
- Potential policy changes regarding the Marina del Rey Local Coastal Program.

Implementing these recommendations can be achieved incrementally as redevelopment opportunities arise, and would consist primarily of enhancements to existing development and investment in public facilities. Proactively developing mobility hubs in all areas of the Marina and developing design guidelines will allow most of these recommendations to be implemented.



## VISIONING PROCESS

### Goals of the Visioning Process

In April 2013, the Department of Regional Planning (DRP) initiated a visioning effort to guide future public and private development in Marina del Rey. The following goals were identified for the visioning process:

- Provide different opportunities for the Marina del Rey community to provide input into a shared vision.
- Produce a guide for development that may occur over the next 15 to 20 years in the Marina.
- Guide future policy and implementation strategies that ensure consistency with the goals of the Marina del Rey Local Coastal Program (LCP).
- Guide the County's efforts in their review of projects and delivery of public services that reflect the future needs of the community.

### Input

The recommendations provided in this document are based in part on information gathered during a focused public outreach process conducted over the course of eight months in 2013. During that time, DRP engaged residents, business proprietors, recreation enthusiasts, other stakeholders, and advisory bodies in a process designed to solicit input and ideas about what type of community the Marina should be in the future and the types of amenities it should offer.

With the aim of providing different opportunities for the Marina del Rey community to provide its input, DRP staff worked with other Los Angeles County departments and outreach consultants to host a series of events to gather ideas for a shared vision. These events included a community-wide town hall meeting, a community-wide workshop and walking tour, numerous focus groups, stakeholder interviews, and an interactive town hall-style website. Staff also met and spoke with many individuals directly who conveyed their thoughts and concerns about the Marina.



Input continued through August 2014, as County staff continued to meet with stakeholder groups and individuals interested in providing comments.

The Marina del Rey visioning process primarily focused on gathering community and stakeholder input to guide future policy decisions. Members of the public who participated in the outreach process represented numerous interests and stakeholder groups, and offered a range of perspectives and priorities. These groups include non-motorized and motorized boating groups, retail and hospitality businesses, and residents. DRP also sought input from the Regional Planning Commission, Small Craft Harbor Commission, and Design Control Board.

The participants in the visioning process and the advisory bodies provided a wide variety of comments, concerns, and suggestions regarding the user experience and visions for the future of the Marina. Comments ranged from specific ideas about uses within geographical areas of the Marina to those regarding Countywide and regional matters. Summaries of the comments received at outreach events, the town hall-style website, and meetings with advisory bodies are contained in Appendices A and B.

The comments provided covered a range of topics including:

- Improve the Marina's identity as a destination for leisure and recreation activities.
- Expand open space and recreational opportunities.
- Update the Marina's infrastructure and the appearance and location of some of the uses.
- Improve directional signage and other guides to make reaching a destination in the Marina easier and more direct.
- Make it easier for people to enter the Marina and access its facilities.
- Improve the ability of visitors, pedestrians, residents, bicyclists, vehicles, boaters, and other users to move around the Marina easily, efficiently, and safely.
- Enhance people's ability to enjoy themselves in the Marina through opportunities such as dining, shopping, and boating.
- Improve and expand the main walking path along the water's edge in the Marina.
- Improve views of the water.
- Orient uses and activities in the Marina toward the area of land closest to the water's edge to take advantage of views of the water and activities taking place upon it.
- Improve the level of comfort people feel while in the Marina.

In support of the outreach effort, DRP contracted with consultants to perform critical analyses of existing conditions in the Marina. These consultants reviewed and analyzed: market conditions to determine the types of uses for which there is demand in the Marina; mobility conditions to suggest improvements for the efficient and safe circulation of people around the Marina; and, land use conditions to suggest an appropriate land use arrangement for an urban harbor. Specific suggestions from the consultants follow. Technical memoranda from these consultants can be found in Appendices C, D, E, and F.

### ***Market Study***

A market study was conducted to analyze socio-economic characteristics (e.g., population, income, demographics, etc.) and the retail, hotel, and office markets. This market analysis identified a range of

uses the market could support in Marina del Rey and provided guidance on the types of land uses being proposed.

The take-away ideas regarding market-supported opportunities in the Marina are:

- The Marina del Rey market can support potential additional retail development of 206,000 square feet.
- Future office development should be for less-traditional, creative space.
- There is potential support for approximately 610 to 940 additional hotel rooms.

### ***Mobility***

An analysis of the various modes of transportation, parking facilities, directional signage, and infrastructure currently serving Marina del Rey was conducted, and areas for improvement were identified. The analysis identified potential mobility focal points within the Marina that would provide enhanced opportunities for residents and visitors to move in and around the Marina more easily, consistent with community input.

The analysis found that there is more than sufficient parking in the Marina, but that the appropriate quantities are not serving the areas with demand. Additionally, once people park in one of the many lots in the Marina, it is not clear how to get to their destination or travel between destinations, nor are they encouraged to travel between destinations.

The Promenade is intended to be a continuous walkway along the bulkheads of the Marina del Rey harbor, providing public access to and views of the waterfront, where safety permits. An assessment found that almost two-thirds of the Promenade measured 10 feet wide or less leading to inevitable choke points and conflicts between users. In addition, the Promenade does not continue around the entire Marina, which impedes internal circulation and enjoyment of the facility.



Existing conditions in the Marina pertaining to the boating experience were also examined. The distance between boater parking and key amenities and facilities, availability of boat storage and launching areas, and both landside and waterside boater directional signage needed improvement.

The take-away ideas regarding mobility are:

- **Create Mobility Hubs:** Mobility Hubs are locations where modes of travel come together at key locations and provide the opportunity for convenient transfers between modes. These hubs will provide the Marina’s residents and visitors with convenient mobility options beyond using their car. Mobility hubs can be located in or adjacent to a centralized parking facility that serves adjacent uses and provides public parking opportunities, and can include or have nearby co-located WaterBus stops, landside transit stops, bicycle facilities, bicycle parking, bicycle sharing kiosks, pedestrian access, visitor and directional information, and car sharing opportunities.
- **Implement a “Park Once” Strategy:** Marina del Rey has a substantial number of public parking lots. Existing lots are rarely full, so there are opportunities to repurpose portions of parking lots to provide Mobility Hubs and additional transportation options. A “Park Once” district with shared parking is recommended in each district to operate district parking more efficiently (both public lots and private off-street facilities), and consolidated parking facilities could eventually serve these districts. Existing public parking capacity would be retained and consolidated into structures when necessary. The “Park Once” districts include the areas around Marina Beach, the Lloyd Taber-Marina del Rey Library, Burton Chace Park/Waterside Shopping Center, and Fisherman’s Village.
- **Accommodate Bicycles:** Existing conditions for bicycle facilities found a mix of high quality off-street bike facilities, with some conflict zone areas. Recommended mobility enhancements include a series of specific design treatments, such as signage and pavement striping, to improve visibility and safety at conflict locations, as well as strategies to fill in gaps in the system. A multi-use promenade that can also serve bicyclists is also recommended.



- **Expand Transit:** Existing transit service in the Marina is infrequent, and transit stops are hard to find and have few amenities. Similar conditions are present with the Marina’s WaterBus. Mobility recommendations include co-locating transit stops (both ground and water, where feasible) at Mobility Hubs with clear directional signage and good schedule coordination to ensure easy transfers between transit

modes. If financially feasible, improving service frequency is recommended so the beach shuttle can better serve those traveling within the Marina. The light rail service being considered for Lincoln Boulevard provides an opportunity to expand connections to regional transit and encourage greater auto-free access to the Marina.

- **Enhance Boating Facilities:** Recommendations for boaters are focused on providing high-quality dedicated facilities (such as parking); avoiding conflicts with other modes at boat launch areas and locations where boaters have trailers; and providing opportunities for using small watercraft for personal mobility within the Marina (short-term/visitor docks, waterside directional signage, and other improvements).
- **Accommodate Pedestrians:** Existing pedestrian signalized crossings are generally spaced far apart, and sidewalks are typically narrow. Recommended enhancements include the introduction of additional signalized pedestrian crossings, as well as wider sidewalks, and design treatments on shared mole roads to improve the pedestrian experience in the Marina. Existing crossings in Marina del Rey could be enhanced to improve pedestrian safety and comfort. A multi-use waterfront promenade that can serve the entire Marina is also recommended.
- **Redirect Vehicles:** The roadways in the Marina are impacted by cut-through traffic, and existing parking lots and driveways are at times difficult to find. Mobility recommendations include improved vehicle directional signage and access to parking lots and Mobility Hubs to ensure direct, convenient connections to parking facilities and alternative transportation options. Because traffic level of service in the Marina generally operates at an acceptable level, additional roadway capacity enhancement projects beyond those required by the Marina del Rey Local Coastal Program (LCP) to accommodate development allowed by the LCP are discouraged, as they will encourage additional regional cut-through traffic.
- **Improve Directional Signage:** Directional signage is a critical component of successful navigation. Signs on the street, whether static (e.g., traditional street signs pointing to specific destinations) or dynamic (e.g., electronic signs that point users to currently available parking supplies) are an important measure for making navigation work effectively and efficiently. Additional pedestrian-level signage would connect visitors to amenities such as restaurants, recreational boating, day charters, bicycle rentals, and the Promenade.

### ***Urban Design***

A strengths and weaknesses analysis was conducted that critically assessed the Marina's existing physical conditions. This research covered such topics as the Marina's local and international identity, sense of place, ease of mobility, pedestrian connections, parking, view corridors, uses, and the private realm. Also performed was a case-study analysis to identify elements of other successful marinas from around the world to inform a design for a harbor and selection and arrangement of land uses.

In conducting an analysis of existing conditions in the study area, dated infrastructure, such as the older portions of the waterfront promenade, the quality and style of some new development, and obstructed views of the harbor from Admiralty Way and Via Marina detract from the ambience of the Marina. It was also found that there is a lack of unifying landscape elements throughout the Marina.



Recommendations include preparation of urban design guidelines to address elements of the built environment aside from land use.

The analysis also identifies public gathering spaces as a critical ingredient for enhancing the Marina's future land use scenarios. Activity districts, which are areas with clusters of similar or related uses, are suggested as a means of creating sense of place, and are also enhanced by the mobility hubs identified in the mobility study.

The take-away ideas regarding urban design are:

- **General Comments**

- Encourage street furniture, dining and general seating options, and other urban design amenities to activate the Promenade with day- and night-serving uses.
- Create active public gathering spaces adjacent to the Promenade and also treat them as view corridors and as places to be the focus for new uses.
- Consider bringing in attractions, performing arts pavilions, and other unique facilities that can be a catalyst for restaurant, retail, and other visitor services.
- Repurpose parking lots (where feasible) for public gathering spaces shared with restaurants/retail.
- Ensure sensitivity of existing and future development to the physical and visual relationship to the waterfront.
- Create a better sense of place by introducing a greater mix of compatible uses, particularly near the waterfront.
- Continue the use of the “bowl” concept to guide building heights throughout the Marina, developing taller buildings outside of the loop roads and shorter buildings along the waterfront.
- Introduce at least one mobility hub in each activity district.

- **Marina Beach Area (Marina Beach Activity District):** The general land use and urban design recommendations for this area aim to realize a more local-serving and family-oriented atmosphere with an emphasis on recreation and non-motorized boating activities.

- Dedicate the beach area and current beach cabana/restroom area to recreational, retail, and restaurant uses for pedestrians, bicyclists, families, non-motorized boaters, visitors, and residents. Shared parking would be available primarily in the current locations with a mobility hub located adjacent to the waterfront near Panay Way.
- Locate boater-related operations, services, storage and parking shared with adjacent commercial and recreational uses as close as possible to Marina Beach.
- Locate low- to mid-rise hotel and/or visitor-serving uses on the parcels facing Marina Beach.
- Provide bistros with outdoor dining, new attractions, unique retail, an improved waterfront promenade along Marina Beach, and new improved pedestrian linkages connecting the Marina Beach promenade to adjacent basin promenades.
- Construct an enhanced gateway near the intersection of Washington Boulevard and Via Marina.

- **Admiralty Way Area (Visitor’s Row Activity District):** The general land use and urban design ideas for this area aim to realize a more visitor- and resident-serving atmosphere with an emphasis on retail, restaurants, civic uses, and office opportunities for smaller professional firms and start-ups north of Bali Way. The ideas also aim to realize enhanced entertainment destinations with an emphasis on retail, restaurants, and cultural amenities along Admiralty Way. Major features are:
  - Reconfigure the area from the Fire Station to Mindanao Way into a waterfront-oriented mix of uses with clusters of restaurants with outdoor dining and specialty retail linked together by a new enhanced, straight, and continuous waterfront promenade. On the waterfront, there would be well-defined view corridors, short-term/visitor docks, second levels with bars and night clubs, and potentially a select-service hotel with rooftop amenities.
  - Develop a new civic center just north of Bali Way on the west side of Admiralty Way and combined with a mobility hub. The civic center would co-locate harbor administration facilities with a visitor’s information center and the Lloyd Taber-Marina del Rey Library on one site. This same alternative would develop a creative-office complex across Admiralty Way on the east side that is envisioned to be occupied by smaller professional firms and start-ups.
  - Retain the existing boat launch and storage facility and enhance non-motorized boater amenities. The parcels could accommodate a multi-modal mobility hub, boat storage, and dinghy short-term/visitor docks.
  - Construct enhanced gateways near the intersections of Bali, Mindanao, and Fiji Ways with Lincoln Boulevard.
- **Fiji Way Area (Boater’s Way Activity District):** The general land use and urban design ideas for this area aim to realize a more boater-serving atmosphere with an emphasis on launching, storage, service/repair, charter boat operations, and parking to support these uses:
  - Retain boat servicing, repair, and operations uses.
  - Construct a continuous waterfront promenade where possible, taking into account safety considerations, with additional pedestrian linkages to make walking and bicycling more pleasant for visitors and residents.
  - Revitalize the existing visitor-serving retail center along the Main Channel by bringing in a waterfront-oriented mix of uses and enhancing the center’s aesthetics.
- **Urban Design Guidelines:** Develop an updated set of urban design guidelines to address elements of the built environment such as building design, promenade design, lighting, gateways, and the provision of public furniture.

**Themes**

The following list includes the overarching themes that emerged from this input process and represent areas to address in the Marina.

- Create activity districts.
- Improve mobility and directional signage.
- Enhance the image of the Marina and its built environment.

- Enhance recreation opportunities.
- Provide public gathering spaces.

These themes are discussed in greater detail below.

### **Activity Districts**

The participants and consultants involved in the visioning process identified areas where existing activities are currently clustered. However, even with recreational activities and special events occurring in clustered areas, the Marina still requires visitors and residents to travel to numerous places to take advantage of the amenities it has to offer.

The take-away ideas from the public and consultants concerning activity districts are:

- Organize uses in the Marina into districts.
- Create a dedicated civic center area to serve as a community anchor.
- Identify spaces for arts and culture, including public art, to broaden the mix of activities and attract different kinds of visitors who otherwise would not have experienced the Marina.
- Recognize and support the different uses and user groups at Marina Beach.
- Enhance the non-motorized boating activities and support infrastructure such as parking, restrooms, rinse areas, and storage at Marina Beach and elsewhere in the Marina.
- Increase family-oriented activities at Marina Beach.
- Enhance the visitor-serving retail with entertainment uses in the area along Fiji Way.

### **Mobility and Directional Signage**

A large number of comments and suggestions provided by the community, stakeholders, and consultants were directly related to issues of accessibility and mobility. In particular, there was concern that getting around the Marina is not easy, reliable, or as safe as it could be. Pedestrian circulation is hindered by a non-continuous promenade, by the separation of employment areas and hotels from visitor-serving uses by narrow sidewalks often peppered with obstructions and by busy streets with limited pedestrian crossings, and by competition for space with other uses. Inconvenient and hard-to-find parking arose as another issue.



The take-away ideas from the public and consultants concerning mobility and directional signage are:

- Develop mobility hubs at strategic locations throughout the Marina where modes of travel come together and provide the opportunity for convenient transfers between modes.
- Implement “park once” districts to consolidate public parking centered on the mobility hubs.
- Provide year-round WaterBus service and add a shuttle to serve all parking lots and key Marina destinations.
- Enhance and provide clear directional signage to and from shuttle stops, WaterBus stops, and specific destinations.
- Provide convenient parking and access for boaters and their trailers.
- Ensure a continuous pedestrian promenade along the waterfront where possible through the entire Marina.
- Improve bicycle facilities throughout the Marina.

### **Image and Built Environment**

Many community members provided their impressions of the Marina. The impression was that while the Marina continues to attract a wide variety of visitors, its development pattern does not emphasize the waterfront and available water-based activities and its overall ambience and appearance do not reflect that of a world-class facility. For this and other reasons, members of the community expressed concern that the Marina continues to be an afterthought in many people’s minds. The consultants also noted that some of the Marina’s architecture and infrastructure were generally dated. Further, it was determined there is not enough range of activities in the Marina to cater to the needs and desires of visitors and residents.

The take-away ideas from the public and consultants concerning image and the built environment are:

- Beautify the Marina by updating infrastructure and encouraging high-quality design for new public and private developments and the promenade.
- Provide additional restaurant, retail, and cultural activity opportunities for visitors and residents, particularly near the waterfront.
- Improve the perception of the Marina as a functioning harbor by integrating views of boating activities into public and private development.
- Highlight the Marina's wetland history by incorporating interpretive elements into public areas.
- Promote the Marina's diversity of wildlife.
- Announce arrival to the Marina by incorporating unique gateways at vehicular, bicycle, and pedestrian access points.



### **Recreation and Activities**

Marina del Rey features an array of activities on land and water. Community members recognize this as the strength and attraction of the Marina. Non-motorized and motorized boating stakeholders as well as community members emphasized that boating is especially critical to the Marina's culture and economy. Boating-related issues raised by the community ranged from a lack of adequate support infrastructure and waterside directional signage to the need for tie-up boat slips near restaurants and at the waterfront to access landside facilities. The consultants also noted the importance of the recreational character of the Marina and provided suggestions for minimizing conflicts between these users and other visitors and residents.



The waterfront and the Promenade were also highlighted as critical components of Marina del Rey. In addition to the access and circulation issues discussed above, the Promenade is underutilized and some felt that it can be unsafe for co-existence of different uses.

The take-away ideas from the public and consultants concerning recreation and activities are:

- Minimize locations where boaters and trailers interact with other modes by creating and maintaining access areas separate from those for general harbor visitors.
- Include a trailer queuing area prior to and following boat launching.
- Recognize and support the different uses and user groups at Marina Beach.
- Enhance boater amenities and support infrastructure at Marina Beach and provide additional facilities for non-motorized boaters in other Marina locations.
- Install short-term/visitor docks at visitor- and resident-serving and civic locations such as restaurants, shops, and the library.
- Expand family-oriented recreation opportunities.
- Promote and enhance the area's wildlife-viewing opportunities.

### **Public Gathering Spaces**

Many of the participants expressed a desire to see more spaces for people to gather and enjoy the amenities that the Marina has to offer. The impression was that while the Marina currently offers a number of places for people to engage in outdoor activities, there could be more opportunities provided in all parts of the Marina. The consultants also noted that public gathering spaces are essential in defining places within the Marina.

The take-away ideas from the public and consultants concerning public gathering spaces are:

- Develop vibrant waterfront public gathering spaces at strategic locations supported by recreation, food, and entertainment options.
- Use public gathering spaces as focal points for new development.
- Use new public gathering spaces as view corridors to the water and activities occurring upon it.
- Provide traditional green park space where possible.
- Provide additional lighting along the promenade and throughout the Marina (waterside and landside) to increase safety.
- Install street furniture at public gathering spaces.



## **RECOMMENDATIONS**

Marina del Rey should be a safe, easily-navigable, attractive, enjoyable, and economically-robust community for everyone, whether they are visitors, small-craft boaters, residents, shoppers, business proprietors, bicyclists, or curious tourists. Based on the extensive community input and analyses from the technical and consulting teams, the Department of Regional Planning developed a series of recommendations that will help guide the development of Marina del Rey into a world-class and vibrant destination and community.

### **Land Use Recommendations**

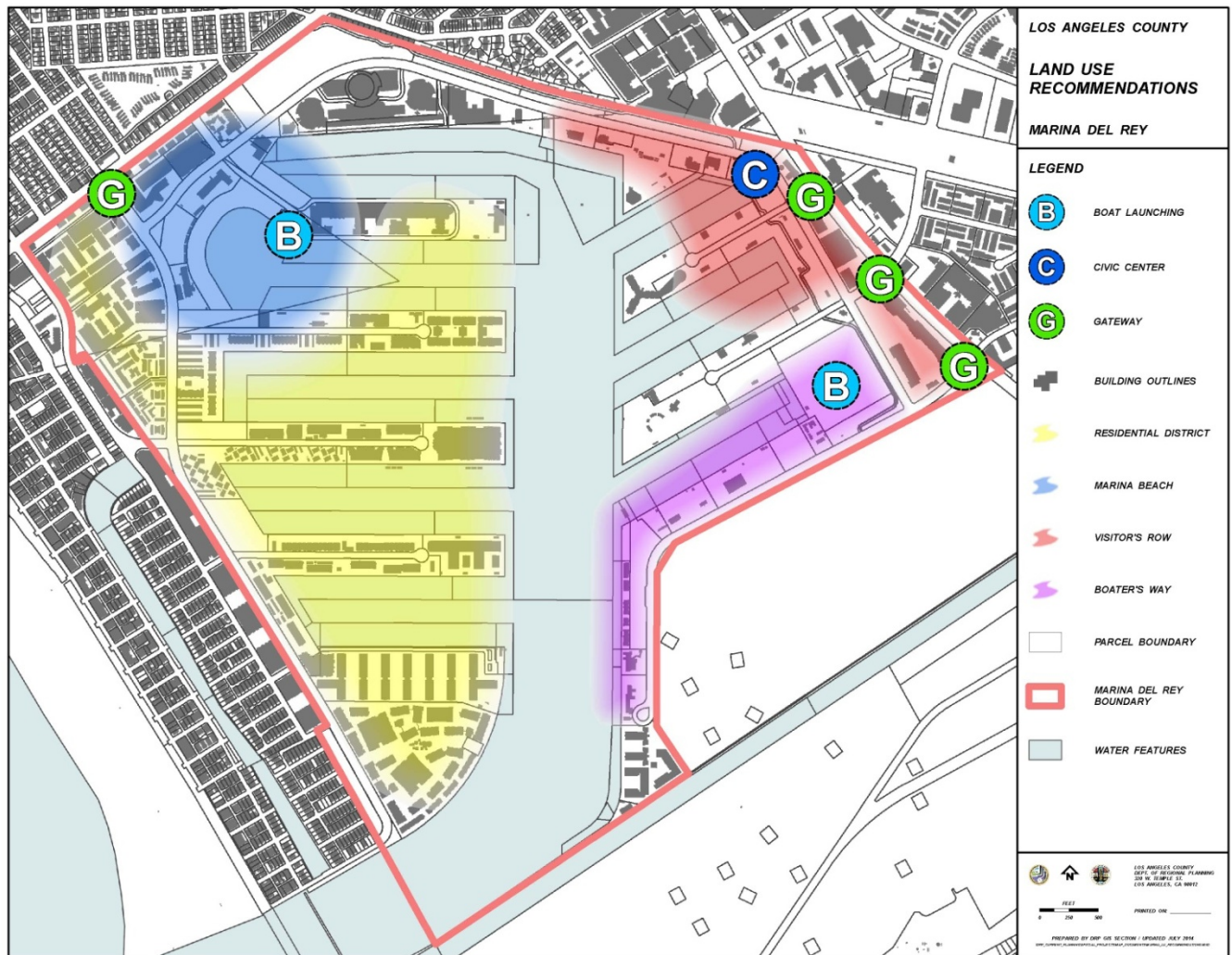
The results of the public input gathered and the technical work prepared by the consultants were combined to identify the types of uses that could be located successfully within Marina del Rey and

general locations for their development. Using this information, the County makes the following land use recommendations:

- Group land uses into four districts. These districts are not intended to be exclusive; that is, they are not intended to exclude other compatible land uses.
  - The Residential District is intended to remain a predominantly residential area supported by resident-serving uses.
  - Marina Beach is intended to be developed with marine-related, beach-oriented, and other related uses.
  - Visitor's Row is intended to be developed with visitor- and resident-serving uses and amenities.
  - Boater's Way is intended to be a boating center where boating-related businesses and services are located.
- Retain boat service, repair, and operations uses along Fiji Way.
- Retain parcels 49M/R/S as a boat launch facility with boat storage and additional amenities for non-motorized boaters.
- Co-locate visitor's information, harbor administration offices, and the Lloyd Taber-Marina del Rey Library around the area currently occupied by the Library.
- Enhance the non-motorized boating area and support infrastructure such as parking, restrooms, rinse areas, and storage at Marina Beach and elsewhere in the Marina.
- Continue the use of the "bowl" concept to guide building heights throughout the Marina, developing taller buildings outside of Admiralty Way and Via Marina, and shorter buildings along the waterfront.
- Develop urban design guidelines to assist in the design of public and private redevelopment projects.



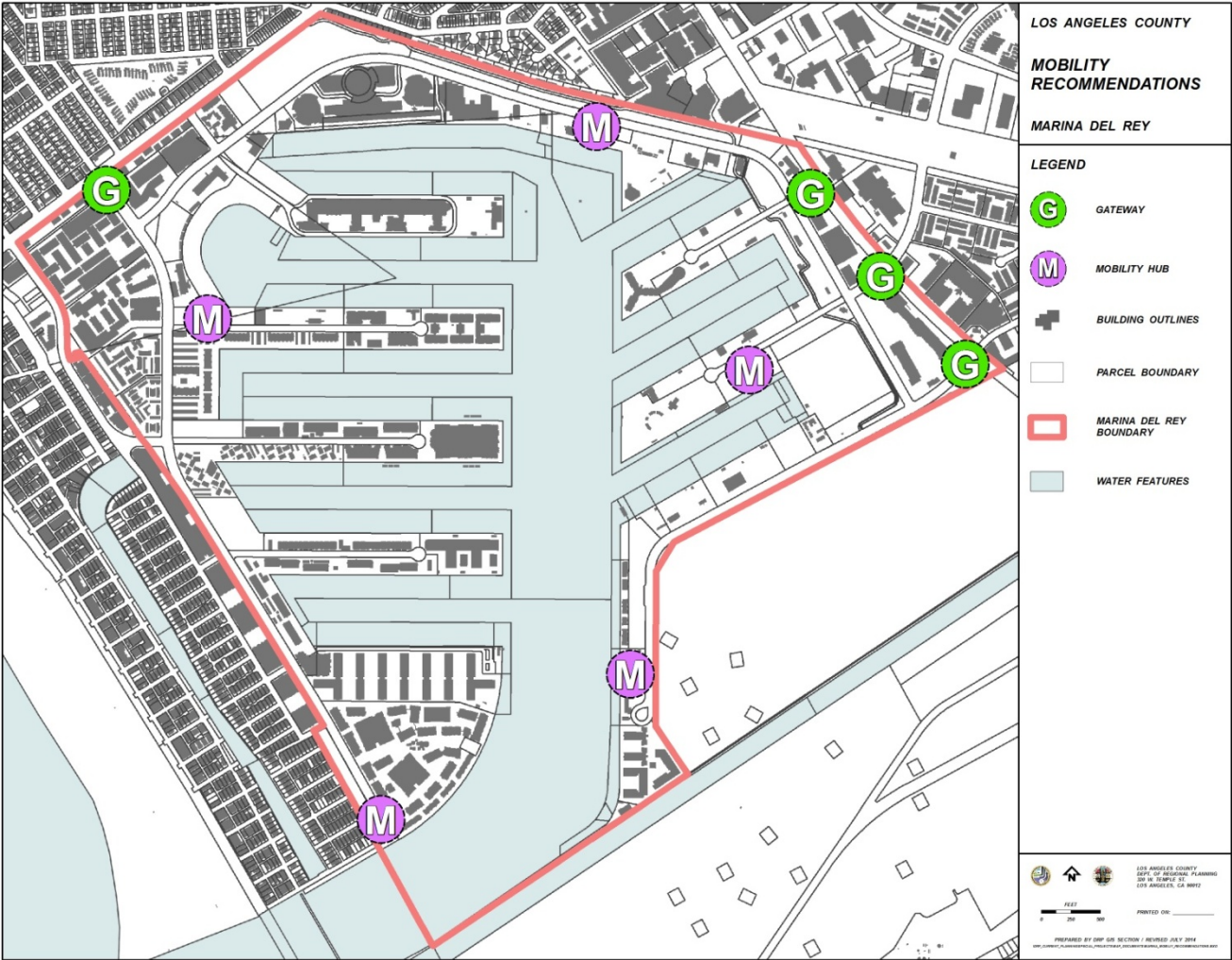




## **Mobility Recommendations**

The results of the public input gathered and the technical work prepared by the consultants were combined to identify a series of enhancements to the mobility and circulation system that would improve the ability of people to get around the Marina efficiently and safely. Using this information, the County makes the following mobility recommendations:

- Develop multi-modal mobility hubs that would co-locate vehicular, transit, bicycle, and pedestrian facilities at strategic locations throughout the Marina and serve each activity district.
- Develop park-once districts to consolidate parking and allow people to quickly enter the Marina, park, get out of their cars, and navigate the Marina without the use of cars.
- Improve directional signage.
- Develop gateway signage at main access points to the Marina.
- Enhance bicycle and pedestrian paths and the overall walkability of the Marina.



**IMPLEMENTATION PROGRAM**

**Intended Use of the Vision Statement**

Implementing the recommendations discussed herein can be achieved through a number of mechanisms, including enhancements to existing development and by use of urban design guidelines that will be developed by the County. This Marina del Rey Vision Statement will serve as a guide for future development in the Marina. County departments will refer to this Vision Statement to guide:

- Decisions concerning individual project components.
- Negotiations for lease extensions and new leases.
- Work programs for County departments with responsibilities in the Marina.
- Policy changes regarding the Marina del Rey Local Coastal Program.

## **Implementation Actions**

This section identifies actions that could implement the recommendations contained in this vision, as well as the department responsible for implementation. The following table details whether an action could be accomplished in the short-term or in the long-term, though some actions may occur under both time frames. The County will undertake the short-term implementation actions as its priorities while incorporating the long-term actions into the work programs of the appropriate department or agency.

<b>Implementation Action</b>	<b>Implementing Agency</b>
<b><i>Short-Term</i></b>	
Develop urban design guidelines in concert with the Design Control Board to inform the look, feel, character, and composition of both public and private areas in the Marina	DRP/DBH
Designate mobility hub locations so shared parking agreements and facility consolidation, WaterBus route optimization, land-based public transportation expansion, and bicycle and pedestrian facility improvements can occur	DRP/DBH/DPW
Construct continuous waterfront promenade where safety allows	DRP/DBH
Construct short-term/visitor docks at visitor- and resident-serving uses and public facilities	DRP/DBH
Develop community-level signage plan to strategically locate branding, informational, and on- and off-site directional signage for vehicles and pedestrians	DRP/DBH/DPW
Install both landside and waterside gateway improvements at Marina access points	DBH/DPW
Install bicycle path improvements and safety enhancements, such as lane striping and directional signage	DPW/DBH
Provide non-motorized boating amenities and support infrastructure, such as storage and wash down areas, at Marina Beach	DBH
Upgrade amenities at Marina Beach, such as shade structures and restrooms	DBH
Develop landscaping palette	DBH/DPW/DRP
Install palette-consistent public realm landscaping	DBH
Construct Parcel 9 wetland park	DBH
Identify revenue source(s) in addition to the Accumulative Capital Outlay fund to provide resources necessary to implement public realm improvements in lease negotiations	DBH/BOS
<b><i>Long-Term</i></b>	
Partner with community groups and organizations to develop and provide low-cost boating opportunities and recreational activities	DBH

Acquire strategically-located lease parcels to implement the vision	DBH
Construct short-term/visitor docks at visitor- and resident-serving uses and public facilities	DRP/DBH
Expand operation of waterborne and landside public transportation services	DBH
Strategically relocate and consolidate public parking	DRP/DBH
Consolidate civic facilities into a single location	DBH
Implement infrastructure upgrades to Marina Beach	DBH/DPW
Construct public boathouse facility	DBH
Implement Burton Chace Park Master Plan upgrades	DBH
Implement water treatment and capture best management practices and strategies to improve water quality	DBH
Realign the bike path in conformance with the County Bicycle Master Plan, the Marina del Rey Land Use Plan, and the mobility plan	DRP/DPW
Assist in the development of a bike share system	DBH/DPW
Install plan-consistent public realm landscaping	DBH
Construct continuous waterfront promenade where safety allows	DRP/DBH
Provide expanded visual access to the water at key locations	DRP/DBH
Attract a regional-draw-type use to the Marina	DRP/DBH

BOS – Board of Supervisors  
DBH – Department of Beaches and Harbors  
DPW – Department of Public Works  
DRP – Department of Regional Planning

**Annual Work Programs**

The implementation actions identified in the table above will be accommodated by the annual work programs of DRP, DBH, and DPW, as staff and resources become available, and as land use opportunities arise.

**Urban Design Guidelines**

The urban design guidelines will be crafted such that they provide direction on appropriate redevelopment and infrastructure projects so the Marina is developed in a consistent, coherent, and high-quality manner. Unlike the Marina del Rey Specific Plan, which contains detailed development standards, the design guidelines are intended to shape the general character, look, feel, and composition of Marina del Rey.

The urban design guidelines will serve in an advisory capacity to allow the contents to evolve over time as needs, tastes, and trends change. It is expected that the guidelines will be used by the development community, staff at DRP and DBH, and the Design Control Board to guide and inform redevelopment in the Marina.



## **BACKGROUND**

### **History and Setting**

Marina del Rey is an unincorporated community in Los Angeles County bounded by the City of Los Angeles on all sides with Washington Boulevard on the north, Lincoln Boulevard and the Ballona Wetlands on the east, the Ballona Creek and Marina del Rey harbor entrance channel on the east and south, and the community of Venice on the west. Marina del Rey encompasses 807 acres, and the area's land and water is owned by the County of Los Angeles and leased to private leaseholders on long-term agreements. Today, it is the largest constructed small-craft harbor in North America and Marina del Rey is home to approximately 9,000 residents.

Marina del Rey as it exists now was a long time in the making. Construction of the jetties for the present entrance channel began in December 1957, but efforts toward realizing a harbor at this location actually began some twenty years earlier. After many years of construction delays, storm damage, and other assorted development issues, Marina del Rey eventually progressed toward completion. A formal dedication of the Marina del Rey Harbor was held on April 10, 1965.

### **Visioning Process**

In April 2013, the Los Angeles County Department of Regional Planning (DRP) embarked on a wide-ranging outreach effort to solicit public input in crafting a vision for the future of Marina del Rey. The

ideas generated by the community over the course of the process have been used to develop future policy and implementation strategies for improving this important County asset.

As part of the comprehensive community outreach process, DRP staff worked with the outreach consultant to design and initiate a broad-based community dialogue informed by targeted research and information gathering. The team employed a range of methods and formats to provide opportunities for the whole of the Los Angeles County community to participate, with an emphasis on the process being interactive. The outreach program included community workshops and an interactive website to enable a virtual marketplace of ideas accessible by all.

These sessions generated valuable input and insights as to how residents and visitors interface with the Marina on a regular basis, setting the foundation for further research and discussions with the community.

County staff also fielded telephone calls and emails from many individuals and met with individuals requesting additional information and wishing to contribute their ideas and voice their concerns.

The County used the data accumulated during the visioning process to develop a new vision for guiding development in the Marina over the next 15 to 20 years. This Vision Statement is the framework that will guide the Departments of Regional Planning, Beaches and Harbors, and Public Works with the delivery of public services that reflect the future needs of the community.










### **Background Studies**

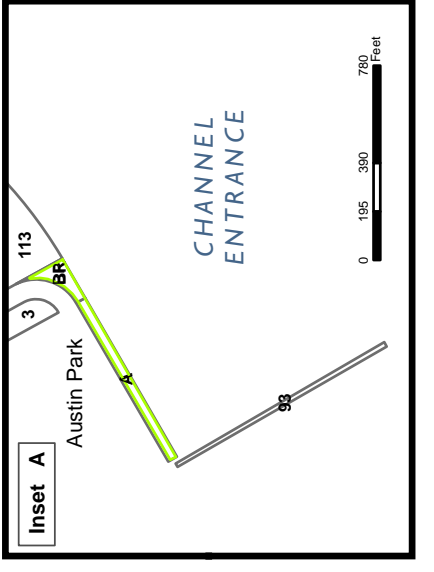
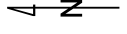
Following this document are a series of technical memoranda detailing the design of the outreach process, existing conditions, analyses performed, and recommendations made by the outreach, market, mobility, and architecture/urban design firms that assisted DRP in the Marina del Rey visioning process. These memoranda, along with the input received from the community and stakeholders, form the foundation upon which the recommendations described above are based.



# MARINA del REY

## Base Map

-  Park / Open Space
-  Diving Birds
-  Wading Birds
-  Wetlands
-  Hotel
-  Picnic Tables
-  Beach
-  Launch Ramp
-  Fire Station



See Inset A

\*22 - Cheesecake Factory, Foghorn Inn, cleaners, convenience store

**APPENDIX A**  
**PUBLIC COMMENT**



# **KICK-OFF MEETING**

## Visioning Community Kick-Off Meeting

Marina del Rey

April 25, 2013

### Meeting Summary

#### Overview

On Thursday, April 25, 2013, a Community Meeting was held at 6:30 p.m. in Marina del Rey to review the upcoming visioning process with the community. The primary purpose of this meeting was to inform the community about what the visioning process is and what the upcoming events and outreach tools are that will be used. The community was also given the opportunity to ask questions regarding the visioning process. The Community Meeting was held at the Marina del Rey Hotel. Over 130 community participants attended the meeting.

Gina Natoli, Supervising Regional Planner with the Los Angeles County Department of Regional Planning, welcomed the participants, reviewed the meeting agenda and introduced the Visioning Team. Ms. Natoli proceeded to walk through a PowerPoint presentation that provided background on Marina del Rey and the process for developing the vision including purpose, goals, and schedule. Ms. Natoli informed the group that developing the Marina del Rey Vision is the last of a three-step process called the roadmap agreed to by the Los Angeles County Board of Supervisors and the California Coastal Commission. She stressed that this is an important process for the Department of Regional Planning. As such, the Department will be working with several partners including the Departments of Beaches and Harbors, Parks and Recreation, and Public Works. Additionally, the Department of Regional Planning has enlisted the support of an independent consulting firm to facilitate the outreach process for the visioning effort and has enlisted the help of economic, mobility, and architecture/urban design consultants to assist with the vision development.

Ms. Natoli introduced Esmeralda García of MIG, to review the Marina del Rey Visioning outreach process. Ms. García reviewed the tools and methods that will be used to solicit feedback and communicate with the Marina del Rey community. Following the review of the outreach process, Ms. García invited members of the public to ask questions regarding the process. She explained to the group that questions and comments would be captured on the wall chart posted in the front of the room. The balance of the meeting time was devoted to public questions and comments. The following is a summary of the primary issues, ideas, and suggestions that emerged during the course of the meeting.

## Emerging Themes

### ***Communication and Follow-up***

- The noticing process is inadequate.
- All of Los Angeles County should be notified and invited to participate in this visioning process.
- One visioning workshop for Marina del Rey is not adequate.
- Web and media tools will not be useful to communities in the County that do not have computer access.
- Why will this current visioning process be different from previous Marina del Rey meetings?
- We are not heard. Our comments are not considered and tonight's feedback will be ignored.
- This process never results in what the Marina del Rey community wants. The County does NOT care.
- The community is frustrated with the entire process and the Department of Regional Planning.
- New development is built without community input.
- Information needs to be credible and accurate.
- Los Angeles County Supervisors need to be at these meetings and respond to our concerns.
- Responses and facts should be distributed to the public.
- The County is unresponsive – we should pursue incorporation.

### ***Traffic and Mobility***

- Existing and new development in Marina del Rey is creating additional traffic impacts on local streets.
  - Loss of parking spaces limits access to public use areas.
- Is the County collaborating with the City of Los Angeles to manage traffic?
- What is the current traffic count to Marina del Rey population ratio? Traffic counts need to be revised.
- Too much development occurring in Marina del Rey. Parking lots used to access public use areas have permanently disappeared or been developed.
- The traffic circle proposed for Marina del Rey will not improve traffic conditions.
- The Marina lacks continuous pedestrian access along the water's edge.

### ***Land Use, Urban Design, and New Development Projects***

- Is land use on the table in this visioning process? Land use should be on the table.
  - Which parcels are going to be considered for change in land use?
- With all the development that has occurred, what is left to include in the Marina del Rey Vision?
- Can the County provide more information regarding the developments that are going to be built in Marina del Rey in the next two months?
- What is the current Marina del Rey (2013) residential density and what is the density in ten years (2023)?

- The community does not want to see more residential density in Marina del Rey.
- The County needs to incorporate harbor planning expertise from outside groups.

### ***Economics and Revenue Sources***

- Revenues generated from Marina del Rey need to be maximized but balanced with recreational needs.
- There needs to be local-serving tenants in Marina del Rey to serve local residents.
- Identify the resources available to implement the vision that is developed
- More of the revenue generated in the Marina needs to be spent on the Marina.

### ***Marina Recreation***

- Ensure recreational opportunities for youth.
- The Marina needs to provide recreational opportunities to all Los Angeles County residents. These opportunities are currently being affected by new development and hotel projects.
- Maintain and enhance recreation in Marina del Rey and ensure access to the water.
- Do not allow existing recreation spaces and facilities to deteriorate.
- Balance the needs of small boats and others.

### ***Safety***

- More residential and commercial development will increase the local population and attract a greater number of visitors resulting in greater impacts.
  - How will the County ensure public safety in the event of a natural disaster?
  - This can pose a risk to public safety related to crime.

### ***Marina del Rey Vision***

- Enhance boating uses and activities.
- Increase parkland and open space.
- Increase opportunities for bicycle use.
- Marina del Rey needs to be more pedestrian and bicycle friendly.
- Create an environment where people get around without cars.
  - Bring back shuttle and water bus.
- Create a world class special event to draw in visitors.
  - Initiate a large film festival.

### ***Extended Outreach***

- Promote Visioning events in the Argonaut Newspaper.
- Reach out to people who use Mother's Beach.
- The County of Los Angeles 2012 Bicycle Master Plan conducted 10 public meetings. Include a similar process for the Marina del Rey Visioning.
- Include mass mailing.
- Include Marina del Rey Visioning information in the Supervisors' newsletters
- A private corporation should take over this process.

- We should reach out to the 4,000 kids who visit Marina del Rey annually.
- Reach out to the Neighborhood Councils
- Ensure a cross-section of the community and stakeholders are involved in the process.
- Make sure all products from all public meetings and workshops are available to the public.
- Reach out to all boat owners in LA County, not just those that moor their boat in the Marina.

Ms. García thanked community members for attending the meeting and encouraged them to stay involved in the visioning process. She invited the group to participate in the next community event, a visioning workshop and walking tour planned for June 1, 2013. Other community visioning events include listening sessions, focus groups, and a community meeting to present the draft final vision. To solicit input and reach out to the Los Angeles County community, staff is using electronic media tools including Twitter and MindMixer, an online engagement platform that helps organizations gather ideas from their communities.

The Los Angeles County Department of Regional Planning has embarked on this effort to solicit public input to craft a vision for Marina del Rey. The ideas generated by the community over the course of this process will be used to develop a shared community vision for the future. This will guide policy and implementation strategies for Marina del Rey planning efforts, including the Local Coastal Program.

To stay informed please visit the Department of Regional Planning's webpage at <http://planning.lacounty.gov/marina> or receive updates on Twitter at @LACDRP. The MindMixer website is under development and we will post updates on the County website as soon as it is live.



# **WALKING TOUR AND WORKSHOP**

## Walking Tour and Mobile Workshop

Marina del Rey

June 1, 2013

### Event Summary

#### Overview

On Saturday, June 1, 2013, the Los Angeles County Department of Regional Planning hosted a Walking Tour and Mobile Workshop from 9:00 AM to 1:00 PM in Marina del Rey. The primary purpose of this event was to give the community the opportunity to tour areas of the Marina with County staff and provide input on how they might improve these and other locations. Participants also collaborated in breakout groups to generate ideas to enhance areas of the Marina not covered on the tour, including Marina (Mother's) Beach. Over 30 community members participated in the tour and breakout group discussion session at the Marina del Rey Hotel.

Upon registration, attendees received comment booklets to take with them on the tour. Comment booklets contained an aerial map of the Marina and site-specific questions designed to stimulate participants to become critical observers of the built environment. The booklets contained spaces to record observations, feedback, and questions. Participants were also randomly assigned numerically to different tour groups comprised of 12-14 community members led by County and outreach staff. These tour leaders were equipped with facilitator booklets which contained guiding questions to spur thoughtful discussions on Marina del Rey pertaining to such topics as accessibility, visitor experience, and pedestrian comfort.

Each group leader provided a brief introduction to the walking tour activities and proceeded to walk to the first tour location. After the groups were led through the Admiralty Way portion of the tour, participants loaded into vans and headed to the Channel Entrance for further observations and recording of feedback. Upon completion of this stop, groups boarded the same vans to drive to the Marina del Rey Hotel. Once at the hotel, tour leaders convened groups in the Regatta Room for further discussion on ideas for Marina Beach and other areas of Marina del Rey. Participants recorded their suggestions on large tabletop aerial maps, which were posted on the wall at the conclusion of the session for full group viewing.

The following is a summary of the primary issues, ideas, and suggestions that emerged during the course of the event.



## Key Themes from the Tour and Breakout Discussion

### ***Mobility & Accessibility***

Mobility and accessibility refer to ease of movement through the Marina, whether on foot, bicycle, car, and even boat. Participants commented that Marina del Rey is a strong County amenity, but has circulation issues that need to be addressed.

#### Admiralty Way

- Resolve pedestrian vs. bicycle conflict.
  - Participants split on pedestrians having to share sidewalks with bicycles
  - The Promenade is more of a pedestrian thoroughfare than Admiralty Way
  - The appropriate place for bicycles is at Yvonne B. Burke Park across the street from Admiralty Way
  - The Promenade should be widened and run uninterrupted to enhance the pedestrian experience and improve Marina connectivity
- Address functionally and aesthetically-insufficient wayfinding.
- Integrate uses along Admiralty Way with water's edge.
  - Remove barriers that block water views

#### Marina Beach

- Improve access to walkways.
- Create better landside connectivity to the rest of the Marina.
  - Need a continuous and uninterrupted bike path and Promenade around the Marina Beach linking to other parts the Marina

#### Channel Entrance

- Limit the area's isolation.
  - Channel entrance feels isolated from the rest of the Marina
  - Signage is not helpful in guiding visitors
  - Remove physical pedestrian barriers on the Promenade (and throughout the Marina)

#### Other areas of the Marina

- Bring back water taxis.
- Provide means for pedestrians and bicycles to navigate continuously around the entire Marina.
- Enhance Marina circulation with better transit and/or shuttle system.

### ***Community Character***

Community character was important to all the participating groups. Community members offered many suggestions for enhancing the Marina's sense of community and civic identity through branding and enhancement of gateways.

#### Admiralty Way

- Create a community civic center near the library.
- Activate spaces.

- Experiment with opening Promenade to sidewalk vendors or temporary sidewalk dining

#### Marina Beach

- Accommodate the needs of the local boating community with better access and facilities.
  - Provide more boat racks and boat storage on or very close to the beach
  - Local boating community is an important part of the Marina's identity

#### Channel Entrance

- Revitalize Fisherman's Village.
  - Fisherman's Village is a revenue generator, but is underutilized and in need of redevelopment
- Provide a better mix of residential/office/retail uses.

#### Other Areas of the Marina

- Enhance gateways around the Marina.
  - Maintain visual access to the water
  - Use clear and consistent branding to let visitors know they are entering the Marina
  - Make entrances visually appealing and well landscaped
- Maintain visual/physical access to the water not only at gateways, but around the Marina
- Include a civic center or facility somewhere in the Marina.

### ***Amenities and Services***

Marina del Rey is unique in that there are a number of different amenities that help make it a destination for all types of users. Some examples of amenities and services include public restrooms, storage facilities, bicycle lockers, benches, barbeque pits, tables, restaurants, and retail options. Tour participants noted that some amenities may be present but could be more strategically located.

#### Admiralty Way

- Create more opportunities for public open space.
- Improve street landscaping.
  - Consider additional landscaping/trees along the sidewalk to enhance the walking experience
- Incorporate more restaurants with varying price points.

#### Marina Beach

- Enhance public facilities.
  - Provide new/update existing changing areas, restrooms, showers, as well as barbeque pits
  - Look at making available more bicycle parking and storage
  - Provide additional beachside boat storage and racks

### Channel Entrance

- Encourage a mix of retail and entertainment uses.

### Other Areas of the Marina

- Include more outdoor/waterside dining opportunities.
- Promote the connection to nature with markers indicating local wildlife.
- Add more street furniture, public art, rest areas, and pocket parks.

### **Recreation**

Marina del Rey attracts visitors from all over the County who are looking for multiple recreational options. Recreation as it relates to Marina del Rey includes such activities as boating, kayaking, enjoying park spaces, swimming, biking, walking, and passive recreation opportunities like sitting and “people-watching”.

### Admiralty Way

- Consider passive recreation uses.
  - This area could benefit from spaces to allow for sitting and idle activity

### Marina Beach

- Resolve space and use issues.
  - Marina Beach feels crowded when multiple groups are hosting events simultaneously
  - Permitting process is confusing

### Channel Entrance

- Relocate the Department of Beaches and Harbors office.
  - This is prime real estate for recreational/community use
- Install transient boat slips at Fisherman’s Village.
- Recognize importance of UCLA Marine Aquatic Center and maintaining a relationship with UCLA community.

### Other areas of the Marina

- Create opportunities on the Promenade for people to enjoy views and sit.

# 1 Marina (Mother's) Beach



# 2 Abrey E. Austin Park





1 Marina (Mother's Beach)



2 Abrey E. Austin Park

**U Marina (Mother's) Beach**







## **FOCUS GROUPS**

## Focus Group

### Non-Motorized Boating

June 26, 2013

#### Summary of Key Themes

##### Overview

On Wednesday June 26, the Los Angeles County Department of Regional Planning convened a group of Marina del Rey community members representing the non-motorized boating community. Participants included representation from the Marina del Rey Outrigger Canoe Club, Los Angeles Rowing Club, UCLA Marina Aquatic Center, US Rowing, and stand up paddle boarding.

The purpose for the Focus Group meeting was to provide an overview of the Marina del Rey Visioning process, and to discuss specific needs and concerns with targeted Marina del Rey user groups. The following is a synopsis of opportunity areas identified by the group.

- Boating is critical to the Marina del Rey culture and economy
  - The boating facilities in the Marina should be state of the art
    - Further research the Newport Aquatic Center as a model
    - A great facility could produce revenue
    - Include meeting space, lockers, showers, and equipment storage
    - Planning and design of facilities and amenities should be context sensitive
    - Consider the needs of major events
  - Promote boating as a recreation activity and its presence in Marina del Rey
    - Target youth
    - Create collateral materials
  - Consider the Boating recreation community a partner
    - Collaborate between the boating community leadership and the county to promote and deliver non-motorized boating recreation
      - Coordinate with National leadership for US Rowing
- The visioning process should address basic needs for the non-motorized boating user groups:
  - Access
    - Adequate launching areas

- Preserve existing location of parking areas and in strategically-located areas
      - Provides access to those hauling and unloading boats
  - Infrastructure
    - Boat storage
      - Boat racks with locks
    - Parking
    - Restrooms
  - Safety
    - Personal safety
      - Provide adequate lighting
      - Safe and secure restrooms
    - Water safety
      - Avoid motorized and non-motorized recreation conflicts
      - Expand the public education campaign to alert the public about:
        - Water safety – “What you should know before you go”
        - Boat Speed and etiquette
    - Property safety
      - Personal property storage
- Concentrate non-motorized boating at Marina (Mother’s) Beach (north side because south side is limited by the sea wall)
  - Preserve parking lot at the north end
  - This location is good location but dock launching is best to address issues with equipment damage for rowers (beach launching and dock launching don’t necessarily need to be in the same place)
    - Look for potential site for dock launching – north of Fisherman’s Village (Boat tow site)
  - Ensure that any new facilities are public serving
  - Plan for the micro-hotspots that exist within the beach area

# MARINA del REY

- BOATING CRITICAL TO NIBR CULTURE & ACCESS
- ECONOMY NEW FACILITY
- MOTHERS BEACH PREVIOUS DOCK CONCEPTS
- JEWEL OPPORTUNITY
- ACCESS - BEACH - MEETING SPACE
- INFRASTRUCTURE EQUIPMENT SPACE
- PARKING SUPPLY - BOAT - FACILITIES
- SMART DEMAND RESTROOMS
- LIGHTING
- BOAT PUNCH LOCKS
- PRESERVE PARKING
- PERSONAL - EDUCATION
- WATER "WHAT YOU SHOULD KNOW BEFORE YOU GO"
- MOTOR BOAT SPEED



- OUTREACH TO YOUTH
- BOATING INFORMATION
- PUBLIC EDUCATION MATERIALS
- NEWPORT (NAC) AS MODEL
- REVENUE GENERATING VS. ROWING
- CONTEXT SENSITIVE PLANNING
- COORDINATE W/ NATIONAL
- POLICY CONSIDERATION
- BOATER RECREATION AS PARTNER
- BOAT SECTION
- STORAGE
- EQUIPMENT
- PERSONAL ITEMS
- DOCK LAUNCHING
- ADDRESSES EQUIPMENT
- PANTRY
- WINDMIXER
- ENVISION MDR.COM



## Focus Group

### Mobility

July 17, 2013

#### Overview

On Wednesday, July 17, the Los Angeles County Department of Regional Planning convened a group of Marina del Rey community members interested in discussing issues and opportunities related to mobility in the Marina. More than 30 individuals participated in breakout group discussions to share their ideas pertaining to the promenade, wayfinding, and circulation in the Marina. Attendees were divided into four smaller groups facilitated by County and outreach staff. Facilitators captured comments on flip charts and encouraged participants to fill out comment sheets and illustrate their visions and suggestions on the provided aerial maps at each table. At the conclusion of the group discussions, these maps were posted on the wall for full group viewing.

The purpose of this Focus Group meeting was to provide participants an overview of the Marina del Rey Visioning process and to discuss mobility needs and concerns with the Marina del Rey community. The following is a recap of discussions for each of the four breakout groups.

#### Group 1

- The Promenade
  - Safety considerations:
    - Hours of operation
    - Lighting
    - Security cameras
    - Vagrants from the beach
  - Water taxi should be year-round
  - Residential privacy conflicts with public access
  - There are pedestrian/bicycle conflicts – separate bikes and pedestrians
  - Needs to be more accessible for the disabled
  - Multimodal but separated lanes
  - Need better access to:
    - Gateway entrance park
    - Existing programs/events
  - Need access:
    - From the end of Peninsula Aubrey Austin Park to the promenade
    - To Ballona Creek at the end of peninsula
  - Fix non-contiguous promenade connectivity

- Wayfinding
  - People have their smart phones
  - Consider map directory/brochures like at the mall
  - Current signage is inadequate
  - Use light pole banners for signage
  - Need County-sponsored free transit
  - Key areas to direct people:
    - Fisherman's Village (needs renovation)
    - How to get out of Marina via Highway 90
  - Wayfinding signage needs to be for all modes of transportation
  - Other destinations to note (in need of signage):
    - Mother's Beach
    - Grand Canal
    - Aubrey Austin Park
    - Waterside shopping center
    - New Trader Joe's
    - Restaurants
  - Consider pets and dogs on the promenade
- Circulation
  - Need a free shuttle from all parking lots
  - New development needs adequate parking
  - Behind boat ramp the parking lot is too costly, makes it less accessible
  - Parking is underutilized throughout the entire Marina
  - Parking lots are in correct locations, they need to be linked together with shuttles
  - Need emergency escape routes
  - Bike path needs to be obvious and easy to find and identify
  - With respect to Admiralty Way:
    - Consider bike path along Admiralty Way instead of the waterfront
    - Improved water taxi is needed to decrease congestion on Admiralty Way
    - Remove center median and make Admiralty Way wider
      - This would provide six lanes
    - Needs traffic sensors
    - Traffic bottlenecks at Fiji/Admiralty Way
    - Consider making two right turn lanes from Mindanao onto Admiralty
  - Make two turn lanes for streets going in and out of the Marina
  - Need more coordination between City/County regarding streets and traffic
  - Bring back emergency sirens
  - Sheriff's Department has a bad location – they need a substation with better access
  - Utilize LAX for parking and shuttle people in
  - Make water lane for the paddle boards
  - Need more guest docks and dining
  - Ways to enliven promenade:
    - Kiosks

- Restaurants
  - Make it feel more European/Mediterranean
  - Promenade is underutilized
- County needs to focus on residential community
- Have a change lane for peak hours
- Have a person directing traffic during special events

## Group 2

- The Promenade
  - “Fast” walkers
  - “Gaps” in promenade
  - Square pavers are unpleasant
    - Prefer natural and softer surface
    - Variation in design
  - Landscaping “softening” with nature
  - Via Dolce – family with bikes
  - Need more:
    - Benches/public spaces
    - Need adequate lighting
    - Small cafes/vendors (in some spots)
  - Be careful with promenade space
  - Width of promenade
  - Bikes may conflict with pedestrians and other users of the promenade
  - There are two kinds of bicyclists:
    - In-town
    - Out-of-town from the north
  - Some cyclists go too fast
- Wayfinding
  - Follow-up signs needed beyond entry point signage
  - Sign needed at Fiji Way
  - More welcome/wayfinding signs and visual cues
  - Consider arrows, possibly with distances
  - Signs near parking lots would be helpful
  - Need bulletin board with map of MdR
  - Signs needed for cars and pedestrians
  - International signs for tourists
  - Place maps at water bus
  - Foliage blocks signs
  - Directional signs are needed
  - Need large wayfinding at Via Marina/Washington
  - Better wayfinding for boats
  - More landscaping in medians
  - Better landscaping around signs
    - Better than a metal pole
    - Identity
- Circulation



- Connectors between inland points of peninsulas (across mole roads to provide a shorter walk, if desired)
- Promenade design should lead you to a destination
- No pathway on promenade
  - Should be more clear
- Apartment buildings should mark where the promenade is and incorporate it
- Sidewalks needed in addition to promenade
- No digital signs
- Different paving to guide walkers
- Pedestrian safety with new intersection design
- Bikes are not staying in bike lanes
- Put bus stops in the right places
- Shuttle should be year-round and offer frequent service
- Key destinations
- With regard to parking:
  - Information map at parking lot showing main points
  - Parking should not be clustered
  - More short-term parking – not everyone wants to park for the day
  - Parking is not in the right places – parking near the beach is critical
- Boaters should:
  - Check in with Harbor Master
  - Plan ahead

### **Group 3**

- The Promenade
  - Not all promenades are at the same elevation
  - Accessibility is key for portions of the promenade fronting commercial uses
  - Is there really a desire for more tourists?
    - More people will bring more traffic
  - Fisherman's Village promenade needs work
  - Separation of wheels and feet
    - Bike lane needed
  - Unlock yacht club access, access near Aubrey Austin Park
  - No more drug deals
  - Add signs for local wildlife viewing
- Wayfinding
  - Have an app for getting to specific spots in the Marina
  - Visitor's Bureau should be more visible to the community and coordinate with surrounding tenants and agencies to distribute literature and informational materials
  - Need better signage at Mindanao and other gateways
  - Not enough information kiosks around the Marina
  - Residents need more information about the local events in the Marina, like the farmer's market
  - Add signage for incoming boats/vessels

- Circulation
  - Parking:
    - Public parking at Mother's Beach is inadequate
    - Other beach cities have creative parking solutions
    - Free parking at Fisherman's Village would create inviting environment
  - Remedy the pedestrian vs. parking lot feel
    - Parking lots are not suitable walkways
  - Lighting is very important and much needed
    - Tahiti is too dark and all the Marina streets feel too dark
  - Biking:
    - Cyclists tend to ignore biking rules
    - The Marina is a hard place to bike in general
    - Bike lanes would be nice but many of the streets are too narrow already
    - Need a bike lane on Via Marina
  - Access:
    - Mariner's Village needs to get rid of the gate so pedestrians can walk unimpeded
    - Create access through Emerald City (tall City apartments opposite Burke Park) to Maxella Avenue
    - Lincoln/Admiralty Way is a choke point
    - The traffic light from Admiralty to Mindanao takes too long
  - Boating
    - Consider marking the buoys
    - Water taxis should take you to more retail opportunities
    - More drive-up boat slips
      - More places for boats to pull up could be helpful to encourage retail uses
    - Boaters should have access to facilities (i.e., restrooms)
    - \$10 fee to launch is too high

#### **Group 4**

- The Promenade
  - Should be continuous with 28 feet minimum width
  - Larger areas – priority promenade space
  - Would like to be able to bike along Fisherman's Village
  - How do we limit the area for outdoor dining as an experience?
    - Implement a fee payable to the County and the money will stay in the marina
  - Consider tables and chairs within the promenade, along with second-floor decks
  - Need places to enjoy the view
  - Visitor destination: near Marina City Club extend access from the destination spots
  - Parking near promenades

- Promenades in residential areas
- Develop major promenades within major commercial areas
- Wayfinding
  - Year-round docks for dinghies near restaurants
  - Directional signage for water taxi
  - Look at Newport Beach Boater's Guide
  - Walking tour
  - Signage
    - Sea life/wildlife = ecotourism and docent available occasionally (vacation experience)
    - Consider signs that have mile indicators: "you are now on mile \_\_\_ coming from \_\_\_ city"
  - Consider Manhattan Beach promenades
  - Separate walking/bike paths/cars
  - Mariner's Village
    - Make promenade along Mariner's Village for walking only
    - Make Mariner's Village into a park
- Circulation
  - Via Marina/Admiralty Way is a problematic intersection
    - Commuter cut-through traffic and pedestrians
  - Trader Joe's on the other side of Lincoln
  - Metered parking scalable
  - Positive: expansion of Burton Chace
    - Need more parking nearby
  - More shuttles
  - Consider shared dinghies
  - Open trolleys with a route around the entire Marina
    - Be able to park once and take the trolley with regularly timed stops
  - Privately-owned electric golf carts
  - Eco-center along the wetlands
  - Free trolley
  - Concern about the trolley causing more traffic
    - Solution: staging area off the main road
  - Bali Way as alternative to Mindanao
  - Boaters could use a repair facility on the west side of the harbor
  - No long gangways
  - Event space along the west side and park

Staff received two comment sheets with responses to the following questions:

- What do you think the promenade should look like (i.e. width, design, amenities)?
  - At the MCC area on the promenade, areas are closed to the public and the Mariner's Village. Bike and runner lanes should be marked for safety, and security is needed.

- Aside from pedestrians, should other transportation modes be encouraged on the promenade (e.g. bicycles, other)?
  - Expand water taxi service to year-round; provide free public transportation for visitors; and provide signage.
  
- What is most needed in the Marina: better wayfinding for cars, pedestrians, bicyclists, or boats (or are all of the above needed)?
  - Better signage and information at kiosks; better access to Ballona Creek; and provide transportation to waterside.
  
- Are the right types of parking in the appropriate places in the Marina to serve your needs?
  - Truck parking on Palawan Way is not adequate for large, crew cab/dually trucks, like the F-350 4x4, for example

# Group 1



- ↳ Existing turn lane
- ↳ proposed turn lane
- traffic choke points
- ↔ road promenade access



present at  
X = information kiosk location

# Group 3



# Group 4



- current X water bus stops
- ⊗ potential water bus stops
- dining spots
- ⊙ potential dining spots
- priority promenade areas
- problem areas



## Focus Group

### Retail

August 7, 2013

### Summary of Key Themes

#### Overview

On Wednesday, August 7, the Los Angeles County Department of Regional Planning convened a group of Marina del Rey retail stakeholders. Participants included representation from FantaSea Yachts, Hornblower Cruises, Marina del Rey Convention and Visitors Bureau, Lloyd Taber-Marina del Rey Library, Marina del Rey Sportfishing, Marina Towers, and Paradise Boating Yacht Charters.

The purpose for the Focus Group meeting was to provide an overview of the Marina del Rey Visioning process, and to discuss specific needs and concerns with targeted Marina del Rey user groups. The following is a synopsis of key elements identified by the group.

- Parking
  - Parking should be close to activities that require carrying and transporting of equipment
    - Boating
    - Fishing
  - Parking/access to businesses needs to be convenient as it can create uncompetitive conditions with similar businesses in other waterfront areas
  - Consider shared parking
    - Advertise and promote parking at the Marina Towers— affordable option for visitors
    - Provide shuttles from off-site parking to destinations in the Marina
      - Model after the DASH lines
      - Look at the Long Beach special events shuttles
  - Introduce different parking strategies to balance the needs of both residents and visitors
    - Parking for special/formal events and recreational activities with large/heavy equipment need to be close to site
    - Parking for residents and visitors going to different Marina locations can park off-site but need to provide better connections between activities
      - Pedestrian

- Shuttles
  - County parking lots
    - There is capacity but locations should be evaluated
      - Some are not close to the right type of activities/events
      - Do not provide enough space for loading
  - Ensure adequate motor coach parking
    - Consider off-site parking and staging opportunities
  - Needs to be adequate when Marina is busy
- Circulation
  - Expand transit system to move residents and visitors to destinations in the Marina
    - Make connections to other jurisdiction's transit systems (Metro, Culver City, Santa Monica, etc.)
    - Reach out to other transit providers to expand routes
      - Blue Bus
      - Metro
    - Expand WaterBus service
    - Marina Towers might be willing to partner to offer a shuttle if a shared parking arrangement is established with their excess parking supply
- Safety
  - Look at excessive car speeds along Admiralty
  - There is deficient street lighting
  - Heavy traffic along Admiralty Way impacts sense of pedestrian safety
  - Construct additional pedestrian crossing points
  - The bikeway along Fiji Way needs to be improved
  - There are egress and ingress issues
    - Pedestrian accidents near the Marina Towers
    - Parking backs up at Fisherman's Village parking lot because there is only one attendant to take payment
    - At the Waterside Shopping Center
- Branding and Wayfinding
  - Create a unified branding that reflects the character of the Marina
  - Include signage that introduces the Marina at locations outside the Marina boundaries
    - Freeway off-ramps
  - Use QR codes to help direct visitors to Marina destinations
  - Implement a branding campaign that creates awareness of the activities in the Marina
  - Include as part of an overall beautification effort
    - Arrange a Starline tour with the the Convention and Visitor's Bureau to identify beautification strategies
  - Visible vehicular, pedestrian, and bike path signage is needed

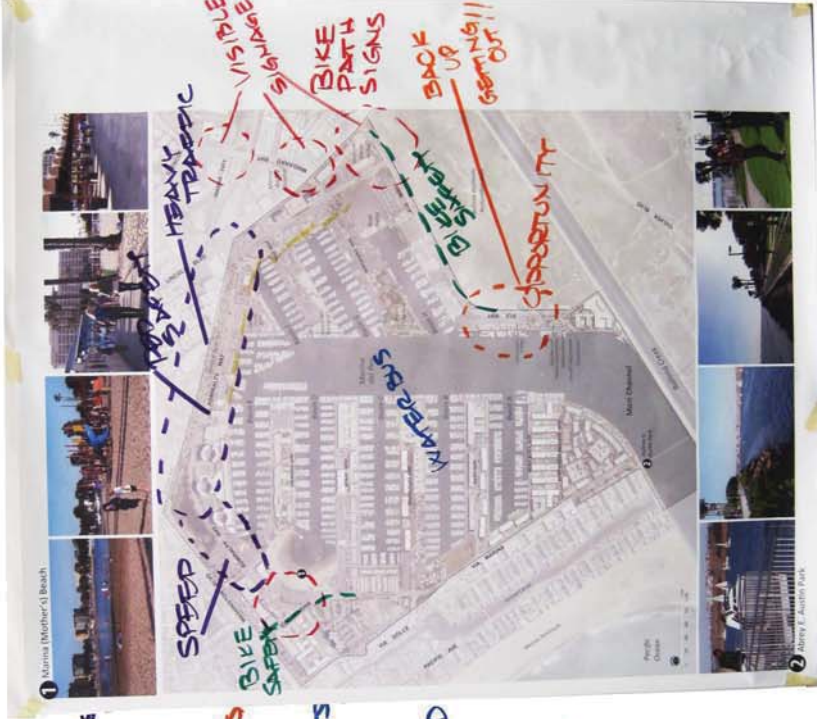
- Start with welcome signage
  - Should direct visitors to destinations
- Attractions
  - Live bait and fishing are central to the image of the Marina as an operational harbor and tourist destination
  - Improve pedestrian access on promenade
  - Create future opportunities for additional shopping and night life
- Partnerships
  - Work with the hospitality and other partners to enhance connections but ensure the partnership is balanced
- Policy Considerations
  - Re-evaluate the code pertaining to motor coaches
    - Ads on buses – these promote Marina businesses and civic uses
    - Head-in only parking policy
    - Staging areas
    - Parking
  - Address complexities of signage approval and modernize signage design regulations
- Implementation
  - Marina del Rey businesses should consider funding area shuttles to connect different parts of the Marina with other jurisdictions and their transit systems

**POLICY CONSIDERATIONS**  
 - ADVERTISEMENTS ON BUSES  
 - HEAD IN ONLY MOTORCOACH-SIDING  
 - SIGN ORDINANCE OFF-SITE?

**SHUTTLES - LONG BEACH**  
 DASH "MARINA NEEDS TO BE LINKED TO METRO ADEQUATE PARKING OTHER SYSTEMS WITHIN - CLOSE TO BOATS BUSY

"ACTIVITIES" MOTORCOACH PARKING - LUNCH BREAKS  
**STACKED STORAGE**  
**BALANCE NEEDS:**

RESIDENTS & VISITORS  
 INGRESS-EGRESS "HOP-ON" "HOP-OFF"  
 PARTNERSHIPS - MORALITY  
 TOWER PARKING - ADVERTISE & - APPEASES PROMOTE SOME NEEDS SHARLINE- SM-VENCE-MDR  
 ENVISION MDR.COM



CREATE AWARENESS  
**BEAUTIFICATION OR**  
**NEEDS**  
**BRANDING**  
 - SHOPPING - UNIFIED  
 - NIGHT LIFE - OUTSIDE LOCATIONS  
 COUNTRY PARKING LOTS  
 NOT CLOSE TO ACTIVITIES/EVENTS  
 LOADING

**SAFETY - CAR SPEED**  
 ATTRACTIONS - LIGHTING  
 - BAIT PER ACCESS  
 - FISHING ON PROMENADE

## Focus Group

### Boaters and Boat Services

August 20, 2013

#### Summary of Key Themes

##### Overview

On Tuesday, August 20, the Los Angeles County Department of Regional Planning convened a group of Marina del Rey boating stakeholders. Participants included representation from Del Rey Yacht Club, South Coast Corinthian Yacht Club, Pacific Mariners Yacht Club, and Fairwind Yacht Club.

The purpose for the Focus Group meeting was to provide an overview of the Marina del Rey visioning process, and to discuss specific needs and concerns with targeted Marina del Rey user groups. The following is a synopsis of key elements identified by the group.

- Marina del Rey Identity
  - Ensure the Marina continues to be hub for all types of boating activities
    - Large 30' + boats
    - Smaller
    - Dingy sailing
  - Access to the water is an important part of the Marina experience for all users
    - Residents
    - Visitors
    - Boaters
      - An increase in the number of people in the Marina presents opportunities for new club membership as well as increased safety concerns
  - Promote boating education through an education campaign
    - Promote small boat sailing as an introduction to boating
- Circulation
  - Consider on-demand “water taxi”
  - Increased activity in the channel center needs to be considered in planning for the future of the Marina
  - Improve the bike access from Playa del Rey and other key access points into the Marina
  - Consider a hand boat launch at other locations

- Disjointed uses contribute to auto congestion on Admiralty
  - Residents travel across the Marina for services
- Increased building heights affects wind patterns in the main channel and thus ease of navigation
- Boating Amenities
  - Enhance boater destinations
    - Restaurants
  - Create water frontage
  - Need more (dingy) storage space and tie-up areas
  - Need more dry/mast-up storage space
  - Balance boater uses/types
  - Provide more chandleries along the waterfront
  - Need boater parking/equipment drop-off areas in proximity to boating facilities
- Attractions
  - Enhance water experience
    - Look at the southwest edge of the channel entrance as an opportunity to create more water access
    - Create more water frontage
      - “Dock and dine”
  - Offer more than one type of [boating] service
- Marina Amenities
  - Residents travel across the Marina for services
    - Consider grocery store near Via Marina/Washington Blvd.
  - Need diverse retail to serve all
    - Residents
    - Tourists and visitors
    - Recreational Boaters and other recreation users
  - Fisherman’s Village would be a great location for upscale retail
- Policy Considerations
  - Demand for larger slips could lead to loss of small boats
  - Existing do-it-yourself policies and professional services currently meet the needs of boaters
    - Maintain location(s)

MARINA DEL REY  
VISIONING  
FOCUS GROUP  
AUGUST 20, 2013

GROCERY STORE  
ENVISSION.MDR.COM  
BOAT SLIP: PARKING  
RESIDENTIAL MEMBERS

- IMPACTS - CIRCULATION
- PARKING
- CHANNEL CENTER RACING
- ATTRACT "RIGHT" TYPE OF MEMBERS
- LARGER 20' +
- SMALLER
- DINGHY SAILING
- DISJOINTED USES



- POLICY CONSIDERATIONS
- BOAT DIY POLICIES
  - MINTAIN LOCATION(S)
  - STORAGE - STORAGE - DINGHY
  - BALANCE BOATER USES/TYPES
  - OPPORTUNITIES
  - BOATER DESTINATIONS
  - RESTAURANTS
  - CREATE WATER FRONTAGE
  - ON DEMAND "WATER TAXI"
  - PROMOTE & SUPPORT - SD PROGRAM
  - SMALLER BOAT SAILING
  - LARGER SLIPS → LOSS OF SMALL BOATS?
  - ENHANCE WATER EXPERIENCE
  - MORE THAN ONE TYPE OF SERVICE
  - MISSING MARKERS

## Focus Group

### Hospitality

August 28, 2013

### Summary of Key Themes

#### Overview

On Wednesday, August 28, the Los Angeles County Department of Regional Planning convened members of the Marina del Rey business community representing hospitality stakeholders. Participants included representation from Foghorn Harbor Inn; Jamaica Bay Inn; Marina Properties Co.; Pacifica-Hilton Garden Inn; The Ritz-Carlton, Marina del Rey; Specialty Restaurants Corp.; Tony P's; and The Warehouse Restaurant.

The purpose for the Focus Group meeting was to provide an overview of the Marina del Rey Visioning process and to discuss specific needs and concerns with targeted Marina del Rey user groups. The following is a synopsis of key elements identified by the group.

- Mobility and Connectivity
  - Improve linkages to Venice and Santa Monica
  - Improve water bus operations
  - Look at other methods to get people around
    - Bike share and racks
  - Provide opportunities for all modes of transit for all visitors – tourists and weekend visitors
    - Bikes
    - Car rental
    - Shuttles
  - Consider parking structures to provide greater flexibility in maximizing prime waterfront land
- Entertainment
  - Enhance arts and culture
  - Build off of existing concerts in Chace Park
    - Bring in “A”-list performers
  - Create new special events
  - Promote the 4<sup>th</sup> of July fireworks and consider having fireworks on other evenings
  - Create a special events venue other than Chace Park



- Branding and Identity
  - Brand as a waterfront destination
    - Create more opportunities for waterfront dining
  - Overcome the “afterthought” image
  - Create a consistent theme and guidelines for signs
  - Incorporate new branding into gateway features
    - Consider an arch or monument – look at other cities for examples
      - Santa Monica
      - Long Beach
      - Redondo Beach
    - Implement beautification and aesthetics improvements
      - Landscaping
      - Other water features
- Attractions and Amenities
  - Increase access to water
  - Invest in infrastructure consistent with a world class destination
    - WiFi
    - Power
  - Ensure a range of activities and destinations for different users and visitors
    - Family oriented and friendly
      - Marina Beach – great family destination
        - Consider converting to lagoon like in Redondo Beach
        - Improve the water quality
    - Upscale shopping
      - Boutique retail
      - Artisan shops and galleries
- Retail, Housing and Jobs
  - Consider attracting high tech employers to the Marina
  - Jobs created by new office uses can support boutique retail and vibrant night life



**COMMENT CARDS SUBMITTED AT  
OPEN HOUSES:  
FEBRUARY 15, 2014 AND  
FEBRUARY 18, 2014**

My Comment on the Visioning Statement is:

TO IMPLEMENT THE PUBLIC VISION OF AN OPEN  
MARINA THE EXISTING LAND USE PLAN AND  
DESIGN GUIDELINES SHOULD BE SUBSTANTIALLY  
AMENDED.

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

Would like to see residential  
area maintained as residential  
versus hotel. Encourage the  
update to Mother's Beach  
area & fisherman's village.

Greatly support ~~waterbus~~ waterbus  
& water taxi year round.

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

\* LACKS RECREATIONAL BOATING PERSPECTIVE

\* FAVORS LAND USE PLANNING OVER MARINE PLANNING.

\* MOVING BOAT RAMP TO MAIN CHANNEL IS  
A BAD IDEA: TRAFFIC + EXPOSURE TO  
WIND, WAVES, WAKE, SWELL

My Comment on the Visioning Statement is:

This is a significantly flawed process. The Dept. of  
Beaches & Harbors notice emailed to me states, "tell us what you  
think." There is "NO PUBLIC COMMENT ALLOWED."

Submitted in protest.

Douglas Fay

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

I would like to see more hotels, shopping areas and entertainment areas built.

I like the idea to move the boat launch and develop that area more.

I think the area by the library is prime and should be used for more than a civic center.



## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

Over-developing the area, we live in a Tsunami zone - it is too densely populated for the only escape route via Washington Blvd. This is dangerous and unsafe!

We have young children and are very concerned. I have lived here since 1992 - and very worried about what the county is doing about our safety.

### My Comment on the Visioning Statement is:

Maintain the public boat launch ramp at its current location! We need Fisherman's Village to be preserved for visitor-serving commercial use, not to be lost due to relocating the launch ramp to that location. Allow lessee of Fisherman's Village to redevelop the site with commercial, hotel and boater-serving uses. Moving the launch ramp to the main channel is both unsafe and impractical for small boaters who use the launch ramp!

MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

hotels don't belong into residential districts

MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

Please control the colors that buildings are painted. The new Shores 500-apartment complex is painted hideous colors. Please make the paint colors an item that has to be approved.

My Comment on the Visioning Statement is:

- ① Provide a map showing the four districts of land uses with the existing uses in the background (or a layer).
- ② Identify the Mobility Hubs with the use of the transportation route would also be helpful.
- ③ Show on each districts of the MdR's proposed projects and identify if the current proposed projects are in accordance with the Visioning Statement.

MARINA DEL REY VISIONING

2.15.14

My Comment on the Visioning Statement is:

IN THIS WEEK'S ARGUMENT ARTICLE BY GARY  
WALKER, ET AL.

ROSLYN WALKER

MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

Do you understand that

"PEDESTRIAN WALK"

and

A WALK THAT "WALKERS" do are entirely  
different?

Do you care?

Roslyn WALKER

My Comment on the Visioning Statement is:

IF POSSIBLE, TRY TO ROUTE THE BIKE PATH  
SO IT DOES NOT CONFLICT WITH PEDESTRIAN  
TRAFFIC. OK TO BUILD AN ELEVATED ~~BIKE~~  
BIKE PATH OR A SUBTERRANEAN BIKE  
PATH. BIKERS DO NOT NEED TO RIDE  
ALONG THE WATER FRONT AT THIS POINT.  
THE REST OF THE BIKE PATH ALREADY  
RUNS ALONG THE BEACH.

RICHARD @ WINDYBANK.COM.



## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

- Why is additional commercial activity being considered for parcel 1135 when "the Residential District is intended to remain a pre-dominantly residential area."
- Unsure why we're enhancing the "non-motorized boating amenities at Marina Beach and elsewhere in the Marina" when according to LA DPW commentary at the TMDL CA Water Board hearing, the vacancy rate is 15% and likely to be higher with the new <sup>CA</sup> hull fees.
- ~~Of the~~ I liked the plans to ~~remove~~ replace the vacant lots and abandoned buildings (old Benihara?) with real economic activity. There are a lot of good things in the <sup>visioning</sup> statement.

## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

From what I was told here, the intent is to keep part of Mother's Beach for recreational (non-motor) rowing and possibly add related amenities.

But ~~at~~ at the same time there are rumours about removing/reducing the parking area

Vision is good on the face of it but things such as losing parking and/or no plan for space for amenities defeats the vision. Thanks. Angela Sumner  
LA Rowing

MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

the County should use the successful Long Beach water front  
across from the Convention Center as a template.

Why reinvent the wheel?

My Comment on the Visioning Statement is:

Encourage mixed-use proximate to Marina Beach  
as a mechanism to fund public amenities,  
such as park space, public parking, boaters'  
amenities, etc.

## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

I just moved out of the Ocean Park area of Santa Monica where I was a resident since 1948. Please I beg of you, don't over build, the way Santa Monica has done, it went from a beach town, to a town with a beach in front of it. Please make people who live here, the residents voices more important than greed by developers with their their Community benefits, send a message, that we aren't about to be sold out anymore.

My Comment on the Visioning Statement is:

① How is a hotel considered compatible with a residential district/area - eg Hotel @ Tahiti Way & Via Marina? How will the traffic increase & impacts be mitigated? What is the main point of ingress & egress - Via Marina and/or Tahiti Way,

My Comment on the Visioning Statement is:

Via Marina is in the "Residential District".  
It has 4 lanes and a speed limit of 45 mph,  
which is exceeded by many vehicles. To make  
it suitable for a residential area the speed  
limit must be reduced to 25 mph, there  
must be one lane in each direction, side-  
walks on both sides, and marked crosswalks.  
There was a (fatal?) accident just 2 weeks ago

## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

7-15-14 I have printed out from my computer a visioning statement. It states clearly and exactly that the Marina is specifically for recreational boating and the enjoyment of the L.A. public. Taking away facilities, for example, at Mother's Beach that are heavily used by the LA public in to build unneeded hotels for use by foreigners is 100 percent contrary to the Eir visioning statement. Stan Harris 310-823-2627



## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

Please reduce the speed limit on Via Marina to 35 mph and put in a crosswalk at Bora Bora Way. Some drivers use Via Marina as a speedway.

We live at Bora Bora Way <sup>on ocean side,</sup> There ~~is~~ <sup>are</sup> a light and crosswalk at Tahita, but going south to Bora Bora, the sidewalk is only on the ~~the~~ marina side. ~~the~~ When you cross at Bora Bora, the cars do not slow down.

## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

FOR THE LAST 10+ YEARS, THERE HAS BEEN A PLAN IN THE WORKS TO REVITALIZE FISHERMAN'S VILLAGE. PLANS HAVE BEEN WORKED UP, ENVIRONMENTAL STUDIES ~~DONE~~, TRAFFIC STUDIES, ETC. THIS VISION PLAN IS ESSENTIALLY A SLAP IN THE FACE AND DON'T LET THE DOOR HIT YOU ON THE WAY OUT, DESPITE ALL THE MONEY AND ~~THE~~ EFFORT TO GET THIS OFF THE GROUND. AT THIS RATE FISHERMAN'S VILLAGE WILL STILL BE STANDING 10 YEARS FROM NOW. PAINT DRYING IS MORE FUN TO WATCH - AT LEAST SOMETHING HAPPENS!!! THIS IS JUST ANOTHER WRENCH IN THE WORKS.

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

THE MOVING OF FISHERMAN'S VILLAGE AND THE BOATING RAMP IN A SWAP IS THE WORST OF THE VISION STATEMENT. THIS IS AN ACCIDENT WAITING TO HAPPEN. BOATERS BACKING DOWN THE RAMP INTO ON COMING TRAFFIC, IS LIKE TELLING MY MOM SHE CAN NOW BACK OUT OF HER GARAGE ON TO THE MARINA FREEWAY.

THE ONLY GOOD THING IS THAT THE COAST GUARD IS RIGHT NEXT DOOR - SO IT WILL CUT DOWN RESPONSE TIME.

## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

THIS "VISION" IS A JOKE AND A WASTE OF AREA AND RESOURCES.  
TO TAKE FISHERMAN'S VILLAGE AND MOVE IT WHERE THE BOAT RAMP IS, WILL  
JUST ADD TO THE CONGESTION IN THE MARINA. IT ALSO TAKES AWAY VIEWING  
AREAS FOR 4TH OF JULY AND YOU WOULD NOT BE ABLE TO VIEW THE CHRISTMAS BOAT  
PARADE FROM THE NEW LOCATION. DESTROYING FISHERMAN'S VILLAGE AND  
MAKING A LARGE OUTDOOR MALL ACROSS FROM THE SHOPPING CENTER TAKES AWAY  
THE LAST ICONIC STRUCTURE OF MARINA DEL REY. IT TAKES AWAY THE STYLE  
THE MARINA ONCE HAD. IF YOU LIKE CONCRETE, GLASS, AND CONGESTION  
THAN THIS ILL-CONCEIVED PLAN IS FOR YOU.

MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

Keep the residential area all residential. NO  
HOTELS in that zoned area.

My Comment on the Visioning Statement is:

- PRESERVE YVONNE B. BURKE PARK AS A RESIDENTIAL PARK WITH OPEN VIEWS OF THE MARINA AND INTEGRATE BETTER WITH THE WATERFRONT.
- MAINTAIN EXISTING LOW RISE RESTAURANTS / LIBRARY / F.D / Y.C WITH WIDE SPACING AND 25' HEIGHT LIMITS
- NO HOTEL ON Y.C. LOT - LOW RESTAURANT OR PLAZA OR EXISTING USE.

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

I'm concerned at the amount of people that will be coming into the Marina. I understand the plan is designed to better distribute the flow & segregate the types of areas "Residential" + "Boater" etc. - I would like to see several spots on these various planning committees be actual residents of MDR. New participants not ones that have been on the committees before.

## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

It would be helpful to know more specifics about new building. The traffic in the Marina has already increased significantly and I'm seriously concerned with more traffic coming on that the Marina can't handle. I like adding a bit more recreation but am not happy about bringing in more residential and business. That will seriously impact the traffic flow which is already a big issue. The marina is for boating and recreation.



## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

I like the start that is presented w/ the Visioning Statement. I especially like the small, ~~not~~ non-motorized boating ~~section~~ hub at the Marina Beach. As a rower (LA rowing club), I want the county to maintain and enhance recreation and facilities at Marina Beach:

- ① Relocate the parking admin office off the beach, and drop it in the parking lot located between Wash Blvd. and Admiralty, by the detention basin. (see my map.) It doesn't need to be on the beach; small, non-motorized boats do!

(over)

② Maintain public parking space around Mother's Beach. Make sure space is allowed for A) unloading + loading small non-motorized boats (15-20 min. loading spaces), and B) car parking for 1-2-4 hour stints at reasonable rates for boaters, rowers, paddlers who aren't staying all day.

③ Invest in more storage racks, showers, changing room, and a boat house at Marina Beach. The recreational boating club that use Marina Beach have drawing already made that demonstrate what this can look like. This enhanced infrastructure can take the place of the parking office, or else be placed at the opposite site of the beach. (see "3A" and "3B" on my map.)

## My Comment on the Visioning Statement is:

- ④ Plan <sup>future</sup> developments in this part of MDR (Marina Beach) that are compatible w/ non-motorized boating + recreation; please block XL construction projects that gobble up all the public space needed for public recreation in the Marina. (Beach frontage, parking, etc.)
- ⑤ Do Not, under any circumstances, move the smaller, non-motorized boating + recreational activity over towards the large boating ramp and cranes, and the crowded 'Boater's Way'. The safety of boaters is at stake.
- ⑥ Eventually, MDR can host regional + national non-motorized boating <sup>over</sup>

(G-cont.)

gatherings + races. 4-6 of these type events is reasonable to expect; and can add an economic boost to local clubs, plus generate extra economic impacts for nearby restaurants, hotels, etc.

In conclusion, please communicate w/ the non-motorized boating clubs in MDR's Marina Beach. We have ideas to share that fit into your evolving visioning work.

Sincerely

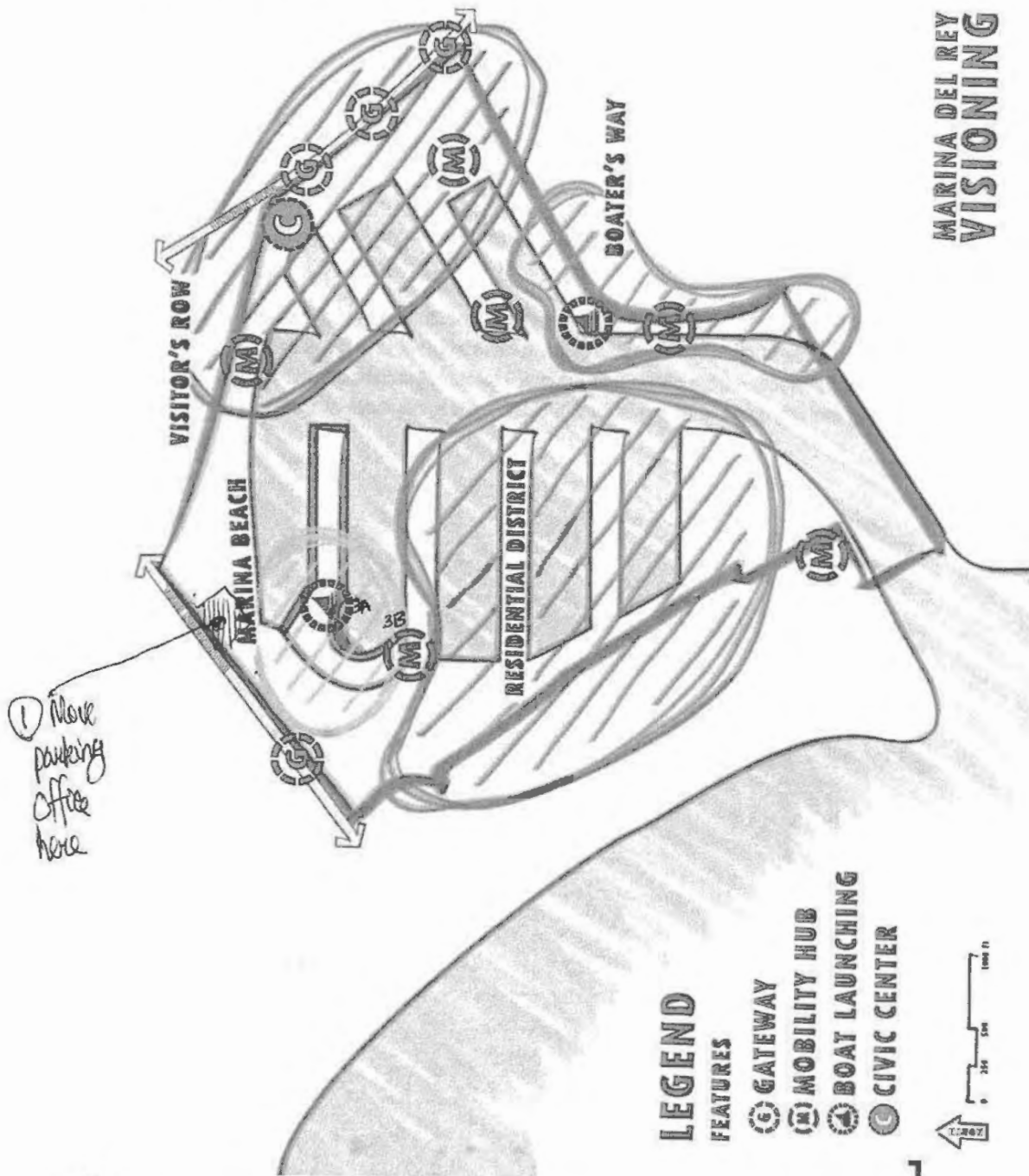
Patrick Burns

patrickburns69@gmail.com

(310) 828-8659

LA Rowing Club mbr.

# MARINA DEL REY VISIONING

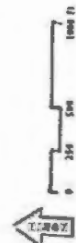


① Move parking office here

## LEGEND

### FEATURES

- G GATEWAY
- M MOBILITY HUB
- B BOAT LAUNCHING
- C CIVIC CENTER



## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

I do not agree to one recommendation of relocating the ramp/launch to the end of Fiji Way. The ramp's existing location is the best place it can be. Moving it to more open area will create more problem especially on bad weather. The wind will have direct impact on boats being launched.

Creating another visitor serving commercial on Parcel 49 MRS will create more traffic congestion and will block the promenade. This idea of relocating the ramp will create more problems than good.

It will be beneficial and will be more attractive  
for marina to gain its jewel if the country  
redevelop the fishermen's village into a modern  
fishermen's wharf like San Francisco wharf.  
P.S. do not relocate the ramp. It's the best location  
for accessibility. Thank you.

Jun Dolon

Pier44info@verizon.net

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

AS A CITIZEN WHO HAS SPENT MANY HOURS PARTICIPATING  
IN OUR "PUBLIC" PROCESS OF VISIONING A FUTURE  
MARINA DEL REY, I AM VERY DISAPPOINTED IN  
THE COUNTY OF LOS ANGELES AMATEUR PLANS.  
MANY GENEROUS CITIZENS HAVE BROUGHT UP THE  
CURRENTLY DANGEROUS LACK OF BIKE PATHS  
THAT DO NOT SERVE RESIDENTS OF THE MARINA.  
BIKERS ARE DIVERTED TO WASHINGTON BLVD.  
AND THE COUNTY PLANS DO NOT REMEDY



THE LACK OF SAFE INFRASTRUCTURE TO SERVICE THEIR SUGGESTED "RESIDENTIAL HUB". TO BIKE FROM THE RALPHS TO VIA MARINA A BIKER MUST CHOOSE BETWEEN BIKING ON THE BIKE PATH TO WASHINGTON BLVD ... THEN DOUBLING BACK ON PALAWAN OR VIA MARINA... OR... BIKING ON ADMIRALTY WAY WITH SNEEZING AND CONGESTING TRAFFIC. ONCE WE USE OUR ALTERNATIVE FORM OF TRANSPORTATION, A BIKE, THERE IS A LACK OF BIKE RACKS TO SECURELY LOCK OUR BIKES. THE COUNTY HAS KNOWN ABOUT THESE FUNDAMENTAL PLANNING ISSUES, YET HAVE CHOSEN TO BE INFLUENCED APPARENTLY ONLY BY THE CURRENT CARTEL OF LESSEES,

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

THESE CURRENT VISIONS REFLECT A LACK OF UNDERSTANDING OF RESIDENTS NEEDS AND WHAT QUALITIES ARE ATTRACTIVE TO RESIDENTS AND VISITORS. ONE OF THE ISSUES NOT ADDRESSED IS THE EFFECT DEVELOPMENTS LIKE THE ESPRIT HAVE HAD ON VIEWING CORRIDORS. THE NEW ESPRIT COMPLEX BLOCKED MOST OF THE ENTIRE "C" BASIN FROM VIEWING FIREWORKS. THIS

DIRECTLY EFFECTED ACCESS TO RESIDENTS AND VISITORS ON OUR MOST CROWDED DAYS AT THE MARINA, "PRIVITIZING" OUR VIEWS. FURTHER... THERE IS NO "VISION" OF OUR MOUNTAIN RANGES THAT ARE VISIBLE FROM THE MARINA INTERIOR, BUT ARE RECEIVING WITH EACH NEW UPPER CLASS, HIGH RENT, DEVELOPMENT. ON THIS VISIONING STATEMENT THERE SEEM TO BE NO MENTION OF BOATER NEEDS, NO MENTION OF KEEPING OUR MOST BEAUTIFUL LAND MARK FROM THE WATER "FISHERMANS VILLAGE," NO IDENTIFICATION OF LOW COST HOUSING OR MODERATELY PRICED VISITORS FACILITY, AND ALMOST NONE OF THE RESIDENT'S COMMENTS AND CONCERNS, AS COLLECTED IN THE LAST 15 YEARS IN THIS CHILDISH ATTEMPT AT DESCRIBING PLANNED OVERDEVELOPMENT.

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

THE NEW VISION ACCORDING TO THE DEPARTMENT  
OF REGIONAL PLANNING INCLUDES PLANS  
TO TURN OUR PUBLIC "MOTHER'S BEACH"  
AND SURROUNDING PARKING LOTS OVER  
TO UPSCALE RESIDENT HOTELS, RETAIL  
HOTELS AND COMMERCIAL INTERESTS,  
THUS REDUCING ACCESS TO OUR CALIFORNIA  
COAST. WHAT IS THIS VISION OFFERING

MOST RESIDENTS IS OVER DEVELOPMENT,  
INCREASED COST OF LIVING, A LACK  
OF UNDERSTANDING OF BOATER'S NEEDS AND  
CONCERN, AND A GENTRIFICATION OF PUBLIC  
PROPERTY FOR THE WEALTHY. THERE IS  
CURRENTLY NO HONEST OVERSIGHT OR TRACKING  
OF PAST MITIGATION OBLIGATIONS BY  
LESSEES. APPARENTLY THE COUNTY SOLUTION  
IS TO TURN A BLIND EYE TO PRIVATE  
ENCROACHMENT OF OUR PUBLIC ASSETS  
AND TO RESTRICT ACCESS TO DECISION  
MAKER FROM RESIDENTS AND BOATERS.  
SHAME ON THIS BEGINNERS "VISION"  
THAT DOESN'T REFLECT GENEROUS CITIZENS  
CONCERNS

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

It is NOT a legitimate STATEMENT.  
That is the sole purview of the LCP  
Update slated to follow immediately following  
the conclusion of this Visioning REPORT.  
This Report is NOT a legitimate part  
of that process, which legitimately begins  
with public scoping meetings & comment period  
prior to and part of the LCP Draft Update.  
(over)

ALL participants in the visioning process, LCP Review process and LCP major Amendment process (i.e., the 'Roadmap' process) **MUST** be invited to participate in the scoping period for the upcoming LCP Update.

ALL stakeholders (i.e., all registered boaters; all residents of Los Angeles County) must be informed of the LCP Update AT THE OUTSET and be given maximum opportunity to participating in the initial scoping therefor.

MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

NO MORE HOTELS!!!

Stop pending plan for Hotel on  
~~the~~ Via Marina - it is on  
a wetland that is designated for  
a PARK only.

Public needs to be informed of  
planning before decisions are made...  
(over)



Our input is ignored ! !



## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

I WORK IN FISHERMAN'S VILLAGE, I WOULD LIKE TO SEE IT REMAIN  
WHERE IT IS. INSTEAD OF TEARING IT DOWN, HOW ABOUT REMODELING.  
HAVE EL TORO TO ESTABLISH AN OUTDOOR DINING AREA, OPEN A 99 SEAT  
THEATRE - TAKE ONE OF THE BUILDING, START A THEATRE GROUP. THE MARINA  
HAS NEVER HAD ONE. HOW ABOUT A MICRO BREWERY, A TEA ROOM. INSTEAD OF  
ANOTHER HOTEL, HOW ABOUT A BED AND BREAKFAST LIKE THE ONE IN PLAYA  
DEL REY. THIS IS THE LAST ICONIC STRUCTURE IN MARINA DEL REY THAT  
HAS BEEN THERE SINCE THE MARINA WAS BUILT 50 YEARS AGO.



LOSING FISHERMAN'S VILLAGE WOULD BE LOSING THE LAST HISTORICAL  
STRUCTURE OF MARINA DEL REY. OTHER CITIES HOLD ON TO SOME  
OF THEIR ICONIC STRUCTURES. GO DOWN THE ROAD TO PLAYA DEL REY  
AND YOU CAN STILL SEE SOME OF ITS HISTORY.

THERE WOULD BE NO HISTORY LEFT IF THIS HAPPENS.

My Comment on the Visioning Statement is:

TURN PARCEL #9 INTO A TEMPORARY  
PARKING LOT FOR CONSTRUCTION  
WORKERS WORKING ON PARCEL  
#14, #15 & #10! THEN TURN  
PARCEL 9 INTO A PARK WITH  
PARKING

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

Concern:

Marina del Rey is a destination for yachting. Boats arrive here that have traveled extensively. We need to present a charming entrance from the water. Currently, Fishermen's Village adds some uniqueness. Please consider what a large boatyard (Boater's Way) would look like.

My Comment on the Visioning Statement is:

CONTINUOUS DEFINING LOW EMERGENCY VEHICLE  
NOISE DOWN ADMIRALTY WAY AND WASHINGTON  
TO SERVICE THE ALREADY CROWDED RESIDENTIAL  
AREAS - IS A BIG PROBLEM - WHAT CAN BE  
DONE TO LIMIT EMERGENCY VEHICLE NOISE!

**My Comment on the Visioning Statement is:**

While I understand the need for renovations/change - this is short sighted. Why do I live here? (for 30+ years) The future, the calm. I am concerned w/ massive tree removal resulting in loss of wild life. I'm concerned with massive increases in density of apts. How would one evacuate in natural disaster? How will it handle sewage etc? I just don't see this as beautiful or desirable!!

### My Comment on the Visioning Statement is:

1. I am so overwhelmed by these proposals/  
approvals. And heart broken
- 2.) I am concerned w/ what everyone would do  
w/ <sup>an</sup> emergency - Jammed exits along via marina.  
- would be a disaster trying to evacuate  
all the residents along via Marina
- 3.) It seems that the county is doing everything in  
its power to decrease life quality and property  
values in MDR.



**My Comment on the Visioning Statement is:**

All or almost all the Tenants are being evicted for remodeling. Mariner Bay says The "County" demanded IT - Mariner Village, Mariner Bay, Villas Del Mar etc -

outside of The Marina, when evicted tenants get ~16k (~19k if a senior) -  
We get Bobkas

My Comment on the Visioning Statement is:

TERRIBLE - DOES NOT TAKE INTO

ACCOUNT TRAFFIC IN AN EMERGENCY

LIKE EARTHQUAKE OR TSUNAMI - ON VIA MARINA

WITH BUILDING HOTELS & CONDOS OR APARTMENTS

THIS MEETING " IS A FARCE

NEED NEW BOARD OF SURVIVORS NOT

TIED TO DEVELOPERS

NORA NICOSIA

## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

Very concerned about traffic!

A New Study must be done. 1996 was the last survey (traffic) done.

What about water issues.

I feel the County is pulling a fast one over the residents of MOR.

I do not support the redevelopment

Leave the Marina alone

My Comment on the Visioning Statement is:

- ① ↑ in population = ↑ in pollution. Sewage? Car exhaust? litter? We are on the ocean + near Bellona Wetlands & have the bird sanctuary.
- ② Traffic congestion is already bad. Summer-time + holiday weekends it's worse.
- ③ ↑ in population means more need for security/safety personnel. More police, better access for ambulance/fire trucks.

My Comment on the Visioning Statement is:

My concerns are -

TRAFFIC - study and predictions from 9/94 are outdated; vision needs to take into account the Lincoln / Washington intersection and ingress/ egress, not just movement w/in the Marina.

Infrastructure - sewage, water, drainage  
Increased residential density and buildings that are too tall (Shores, ~~at~~ new @ Bar Harbor, etc)

My Comment on the Visioning Statement is:

This presentation is very misleading.

There are no specifics.

Everything sounds great without providing "ramifications" or "possible consequences."

The individuals who worked at the stations did not want to discuss alternative viewpoints or were very general. P.J. 2/18/14

My Comment on the Visioning Statement is:

I have some concerns about placing The Boaters Way with its entrance directly into The main Channel of The marina. This would seem to be creating too much boat traffic in This area ~ with The potential for hazardous conditions. i.e. crashes - accidents etc.

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

Great idea if MDR was not already here. Really bad idea for a harbor. Good for everyone that does not care about mariners. Moving launch ramp is a very bad idea. It is not safe, & is not visitor serving. Makes zero sense. Horrible idea.

MDR Boat Rentals,  
Mike Selding



## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

- ① Respect the little left of natural environment & improve
- ② Keep residential areas a residential areas!
- ③ No more Hotel construction MDR does not need!
- ④ Create more open natural spaces.
- ⑤ We need more Parks for locals & visitors alike.
- ⑥ improve public parking + free parking areas.
- ⑦ Add more trees & plants - less cement!
- ⑧ Oppose Hotel Project on U9 Use it for a Public Park -

**My Comment on the Visioning Statement is:**

As a Homeowner in Marina Strand Colony I  
(across the street), I/we are categorically  
opposed to development of Parcel 94 - even  
as reduced. The area (94) could easily be converted  
into parkland without view and wind obstructions,  
as well as increased auto traffic. Additionally,  
94 Development, as planned, would further diminish  
boater and recreational activities.

TJa Landscaping

My Comment on the Visioning Statement is:

Trader Joe's doesn't belong here - BAD  
traffic - headache on Admiralty

I have concerns re TRAFFIC  
throughout.

My Comment on the Visioning Statement is:

Lets bring in more green

cutting edge builders, developers, and

businesses.

My Comment on the Visioning Statement is:

Vision should include a statement about the infrastructure challenges (e.g. traffic, reliable, electrical power, water, etc.) that must be addressed. The vision causes needless alarm by not mentioning the infrastructure concerns.

John Abbott

My Comment on the Visioning Statement is:

Big problem - traffic from Venice to the 90 via Admiralty.  
Radical proposal - Make Admiralty one-way, depending on  
time of day - opposite to current rush hour trend.

Dr. James Moore@gmail.com

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

I am happy that the vision lists wildlife as important for people to enjoy when they come to the Marina. However, it looks like the heron rookeries are being destroyed. The trees where they build nests are to be removed. There are other wildlife species, including egrets, that will be gone. What are your plans for the wildlife?

## My Comment on the Visioning Statement is:

~~Slide~~

Slide show referred to wetland + nature viewing. The drawings do not show any such opportunity.

I would have liked a statement like:

"Recreational opportunities as diverse as LA County. Opportunities for affordable boating is not present. You emphasize views to water activity. I'd like to be able to afford to participate as well as watch."



## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

I ASSUME THAT CURRENT PLANS WERE DRAWN UP BEFORE:

→ THE MOST RECENT LAKE DEVELOPMENTS (SHORES, ESPRIT, ETC.)

→ THE SEVERE DROUGHT ...!!!

ADMIRALTY WAY, UNLIKE LINCOLN, CANNOT GET WIDER!  
HELP!

TRAFFIC IS TERRIBLE, MOST OF THE TIME, ALREADY,  
PACIFIC → LINCOLN @ WASHINGTON

MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

CLEAN up Mother Beach / daily ~~is~~ NOT SAFE  
FOR ANY ONE, MORE PAVING DECK FOR BOSTERS TO  
USE. ON THE RIGHT PATH JUST 20 YEARS  
BEHIND.

DAN GOTTLIEB

### My Comment on the Visioning Statement is:

Beautify The Marina by replacing and preserving trees  
and inviting birds to live in the Marina, Preserve views

Consultants so far used have been dishonest and incompetent.  
Take their recommendations which are produced using B-S and tap  
the revenues of the <sup>Paperies who</sup> ~~Public~~ Gen-Ed. ~~from~~ from their  
false recommendations.

Follow the original intent of MDR purpose and  
don't reduce small slips

My Comment on the Visioning Statement is:

THANK you so much for opening  
this up to us who live in the  
Marina -

Anita / Gina &  
the receptionist were  
wonderfully  
accommodating!  
Lizi Ruck

## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

Mobility Hub - include the Waterbus all year.

92 Boat slips cutting into main channel - not double - danger.

Fisherman's Village Renovation - YES, but bear in mind view from restaurant already there when you move there.

Marina's Village - When this parcel was developed, it was meticulously planned. No one can improve upon it. It is a great mistake to make the changes imposed. The 7,000 sq ft of retail will not serve the community.

## MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

- ① Reduce the density of Marina
- ② Add recreational parks (grass, courts etc)
- ③ Convert asphalt parking lot, corner of Via Marina & Marquesas Way into green park.
- ④ Limit and monitor construction. Too much happen at once! Congestion, noise, trucks, rubble.
- ⑤ Safety concern. There is limited access in & out. More people will make it harder to evacuate.

My Comment on the Visioning Statement is:

- Development of areas 9, 10, 14 will put extra cars in the Silver Strand area. Construction workers will look to park in the residential area. This occurred while the Shores was being built.
- Area 14 was zoned to be a recreational park not Condos.

## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

IT SEEMS TO ME THAT THIS IS ALL ABOUT!

• PACKING AS MANY PEOPLE IN<sup>7</sup> TO THIS

SMALL SPACE WITH THE ONLY PURPOSE TO

BE GENERATING CREDIT FOR THE COUNTY.

THIS IS NOT ABOUT:

• IMPROVING THE QUALITY OF LIFE +  
CONDITIONS FOR RESIDENTS

THINGS TO CONSIDER!

• PARKS, BIKE PATHS, RECREATION OPPORTUNITIES  
ALL GOOD →



## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

I am not opposed to more development in the Marina. In particular it would be nice to have a "Trader Joes" within the new development area.

Waterfront promenade sounds great - year round water taxi as well. Retail/Entertainment Complex would be good too. Medium-rise Hotel - as long as traffic study looks O.K. Enhancing the Marina is long overdue!!!

**My Comment on the Visioning Statement is:**

Big Problem (yours, not ours)

The Marina public has been down this road many times before. Historically, it has been that the mandated public meetings have been held, locals expressed their opinions; The County did what they had already decided. Unless you are willing to accept a public that knows they are being ignored, you have to make some sort of Grand Gesture that demonstrates that public opinion matters over →

For example: If there was a strong public sentiment that opposed the destruction and loss of Fisherman's Village, if the County would publicly, and with great fanfare announce that they had listened and would facilitate its restoration, instead.

If you don't earn the public trust (squandered in the past) you won't get it.

Dr. James Moore@gmail.com

MARINA DEL REY VISIONING

My Comment on the Visioning Statement is:

PLEASE PLEASE PLEASE IMAGINE BEING A  
FAMILY IN THE SILVER STRAND WITH NO  
PUBLIC SPACE TO PLAY, THE WALLS ARE  
INADEQUATE TO EVEN KICK A SOCCER BALL...  
WE ARE THINKING OF MOVING BECAUSE OF  
ONE REASON... THERE IS NO PLACE TO PLAY.  
HARD TO BELIEVE ALL THOSE HOMES AND ALL  
THOSE CONDOS WERE BUILT WITH [NO] GRASS  
TO PLAY ON. I UNDERSTAND AT ONE TIME

~~32 lot 13~~  
~~9 - Hotel / Park~~  
~~14 - not big park - 7 - 8 - 9 - 10 - 11 - 12 - 13~~

PARCEL 14 WAS DESIGNATED AS PARK. HOW  
GRAND THAT WOULD HAVE BEEN. FAMILIES  
WOULD WANT TO LIVE IN THE STRAND,  
RIGHT NOW MOST OF THE PEOPLE WHO BUY  
THOSE HOMES DO NOT HAVE KIDS - AND  
IF THEY DO, THEY HAVE TO LEAVE THEIR  
NEIGHBORHOOD TO PLAY A GAME OF SOCCER  
OR A GAME OF BASEBALL. CAN'T LOT 13  
BE CUT IN HALF FOR A SMALL PARK???

Karen Keating - kkeating1111@hotmail.com

My Comment on the Visioning Statement is:

- 1) Bike paths thruout Marina, and into City areas outside Marina - Collaborate. Include Bike Parking + connect <sup>with</sup> neighborhoods
  - 2) Ballona Wetlands - Collaborate on future plans for Fiji boundary. Any plans should engage (reach out to) leaders of Ballona Wetland Conservation groups
  - 3) Incorporate Art every where - Don't buy boring, utilitarian bus stops, trash cans, benches etc. Put out a call to artists who are abundant, to contribute practical, artistic alternatives
- They may apply for grants if specs are provided. Give this area unique + special character!!!

4) The eye-sore that is the triangle where the (90) intersects with Lincoln needs to be turned into an Entry Point <sup>gateway</sup> that represents the importance of the Marina and speaks to this region's special purpose. Again involve artists. Collaborate w/ other bureaucracies to make it happen, even if it's outside MDR jurisdiction

4A) Put an elevated Pedestrian / Bike crossing so residents can safely cross Lincoln Blvd w/ families to enjoy Marina climate + amenities

5) Don't just pay Lip Service to developing the Marina for the benefit of ALL LA County. Be sure amenities and food service that are affordable to diverse populations are available. It's NOT an exclusive playground for the fortunate who can afford to live here.

Karen Keating - kkeating1111@hotmail.com

**My Comment on the Visioning Statement is:**

- 6) Don't continue to over develop tax generating enterprises at the expense of amenities that serve the diverse LA County population. We need pedestrian friendly zones where families can safely enjoy the water front,
- 7) Multi-modal transportation hubs are an excellent idea. Reducing car traffic in the Marina is needed.
- 8) Commercial properties need to be ~~more~~ limited + decisions based on what serves the broader community



Not the business interests. The relationships between business + County Supervisors is too cozy already. They have their hands in each others pockets + the interests of general public don't seem to be emphasized. This tension will always exist and it will take concentrated, formal commitment to the people's needs over private enterprise.

- 9) We need affordable eateries: The only 2 that existed - Edies Diner + Mermaid Cafe have been replaced or removed. It cost \$10+ for a simple meal.
- 10) I want to attend focus groups to ~~give~~<sup>offer</sup> practical, creative solutions that serve diverse interest groups,

## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

There will be 9,549 drivers on Via Marina, excluding visitors and personnel of a potential hotel on 9W. Why are you NOT giving us residents a PARK to which we can walk with kids and a picnic rather than drive around the whole Marina to Chase. 9,549 Drivers will ply Via Marina NOT including the hotel — this is a terrible way to treat those of us who →

live here (1400 Silver Strand - 631

Condos - 1635 Mariners Village -  
1000 Lidesx Villa drivers) 3000 apt.

drivers + Peninsula + 2,883 The Shores +  
Neptune + Bar Harbor + A NEW  
commercial building on Ranay.

Those of us who live here & drive here  
& pay property taxes here won't  
be able to see OUR Marina when  
we come home. Bakers  
& business ~ 9,549 drivers?

## MARINA DEL REY VISIONING

### My Comment on the Visioning Statement is:

Why should we expect the county to care about our concerns when in all prior public fare they have not?

How to accomplish continuous boardwalk - with current losses?

Why not permit current Fish Village lease to improve now?

What current vacancy in Hotels?

How many Mermaid-like small restaurants/coffee shops w/view.

Anything being done about traffic through the marina



# **TELEPHONE INTERVIEWS**

# EXTERNAL STAKEHOLDER

Focus Group

Telephone Interview Questions

Boy Scouts of America

Chuck Keathley

- Provide a brief overview of Marina del Rey and the Visioning process.
1. What is your knowledge or understanding of Marina del Rey?

Mr. Keathley's knowledge of Marina del Rey is not extensive though he is aware that it is a pleasant sea-side community. He has only been to the Marina once to visit the "Los Angeles" yacht club.

2. Marina del Rey offers a number of recreational opportunities including, boating and rowing, beachside tot lots and park areas, bicycle paths, and lookout points.
  - a. Do your constituents, members or clients frequent the Marina or participate in any of these activities?

Sea scouts use the majority of amenities that are available in the Marina. However, all Sea Scout groups except for one operate out of Redondo Beach. The one exception operates out of the Marina. Redondo Beach has become the hub for the Sea Scouts because more of the group leadership and many of the volunteers reside closer to the Redondo Beach area.

- b. If they do not, what would encourage your constituents, members or clients to participate in some of these activities?

Sponsorship opportunities and leadership volunteers located in closer proximity to the Marina would encourage the Sea Scouts to shift more of their activities to the Marina.

3. Are there opportunities to partner with your organization to promote these recreational activities to your group?

The Boy Scouts of America are open to partnerships; however, they have seen some recent difficulties in developing partnerships with local governments and certain organizations due to their membership policies.

4. There are a variety of visitor attractions and tourist activities that are available at the Marina. Are you aware of any of these attractions and activities and if so what are your thoughts about these?

Personally, Mr. Keathley is not that aware of the attractions and activities available in the Marina; though he notes that he is a relatively new resident to Southern California.

5. Are there attractions or activities that your group would like to see more of in the Marina?

To his knowledge, and assuming he would predominantly use the Marina as a recreational facility, the Marina appears to offer all of amenities he thinks would be needed for the Boy Scouts.

6. Do you have any additional thoughts?

The Marina seems like a wonderful place to take advantage of and the Boy Scouts are open to taking advantage of it, if the opportunities present themselves.



# EXTERNAL STAKEHOLDER

Focus Group

Telephone Interview Questions

Girl Scouts of America

Annie Markowitz

- Provide a brief overview of Marina del Rey and the Visioning process.

1. What is your knowledge or understanding of Marina del Rey?

Annie Markowitz considers herself extremely familiar with the Marina.

2. Marina del Rey offers a number of recreational opportunities including, boating and rowing, beachside tot lots and park areas, bicycle paths, and lookout points.

- a. Do your constituents, members or clients frequent the Marina or participate in any of these activities?

Ms. Markowitz doesn't know whether or not her membership uses the Marina in their personal time, but the greater Los Angeles Council has a club house, boats, and recreational equipment in Long Beach, so organization activities takes place there.

- b. If they do not, what would encourage your constituents, members or clients to participate in some of these activities?

They do encourage them to do so.

3. Are there opportunities to partner with your organization to promote these recreational activities to your group?

While they are interested in partnerships generally, because they have a facility in Long Beach they are not really interested in doing so for water-based recreational uses.

4. There are a variety of visitor attractions and tourist activities that are available at the Marina. Are you aware of any of these attractions and activities and if so what are your thoughts about these?

Is very aware of the Marina and likes the community.

5. Are there attractions or activities that your group would like to see more of in the Marina?

Nothing comes to mind.

6. Do you have any additional thoughts?

No.

# EXTERNAL STAKEHOLDER

Focus Group

Telephone Interview Questions

Urban Semillas

Miguel Luna, Executive Director

- Provide a brief overview of Marina del Rey and the Visioning process.

1. What is your knowledge or understanding of Marina del Rey?

Very little familiarity with Marina del Rey; however, familiar with other sources of water quality impacts in the area, specifically, the Hyperion treatment plant.

2. Marina del Rey offers a number of recreational opportunities including, boating and rowing, beachside tot lots and park areas, bicycle paths, and lookout points.

- a. Do your constituents, members or clients frequent the Marina or participate in any of these activities?

Very little familiarity with the recreational opportunities available; however, familiar with "Mother's Beach" as many of their constituents' families visit the area. Also knows that there are issues with water quality at that beach. Pays attention to the Heal the Bay report card grade for the Marina. Knows that there is a sportfishing business in the Marina. At one point in the past, they participated in an annual clean up in the area.

- b. If they do not, what would encourage your constituents, members or clients to participate in some of these activities?

3. Are there opportunities to partner with your organization to promote these recreational activities to your group?

Interested if the activities become relevant to their constituents and their communities (primarily Latino). Specifically, lack of direct transportation options creates a huge burden to accessing the community. A specific activity/tour would be great but transportation would have to be the focus of any partnership (perhaps with schools and students).

4. There are a variety of visitor attractions and tourist activities that are available at the Marina. Are you aware of any of these attractions and activities and if so what are your thoughts about these?

No, not aware.

5. Are there attractions or activities that your group would like to see more of in the Marina?

Affordable boat trips would be a nice amenity (highlighting affordability as the key). Live entertainment for all ages/user groups would also be great (or some other free/low cost cultural lure to draw people in).

6. Do you have any additional thoughts?

Reach out to inland communities, and do so in-person, on-foot, canvassing, pounding the pavement. Focus on engagement, not just outreach. Clean up the smell.

## **COMMENTS FROM ADVISORY BODIES**



## County of Los Angeles Small Craft Harbor Commission

13837 Fiji Way, Marina del Rey, CA 90292  
Web Page: <http://beaches.lacounty.gov>



July 30, 2014

Richard Bruckner, Director  
The Los Angeles County Department of Regional Planning  
320 West Temple Street, 13<sup>th</sup> Floor  
Los Angeles, CA 90012

*Allyn Rifkin*  
Chair

*Dennis Alfieri*  
Vice-Chair

*Vanessa Delgado*  
*Russ Lesser*  
*David Lunian*

RE: Marina del Rey Visioning Process

Mr. Bruckner:

On May 28, 2014, the Small Craft Harbor Commission discussed and heard public comment on the Marina del Rey Visioning Process, specifically regarding the potential relocation of the boat launch ramp. The public comments were overwhelmingly supportive of maintaining the boat launch where it is and not relocating it. The Commission resolved to support the public view that the boat launch should be maintained in its current location. Copies of the Commission's Resolution and Minutes are enclosed for incorporation into the record of public comment received on the Visioning Process.

County Supervisor Don Knabe considered the Commission's position in his review and analysis, and subsequently announced his intention to remove the relocation of the boat launch from the Visionary Process.

Please note this development in your records.

Thank you.

Sincerely,

  
Allyn Rifkin  
Chair, Small Craft Harbor Commission

Cc: Small Craft Harbor Commissioners  
Gary Jones, Director, Department of Beaches and Harbors



## **CORRESPONDENCE**

**From:** [Blaine Lentz](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** MDR community meeting 4/25  
**Date:** Saturday, April 20, 2013 10:21:22 PM

---

Dear Gina and Kevin,

I appreciate your having this meeting. Unfortunately for me I'll be unable to attend. I would nonetheless like the chance to briefly share my vision for MDR in the hopes that you'll include it in the mix.

My vision is having a place to park – not only for myself but for each of the guests who I often invite to my boat.

My vision is not having the city streets chocked with traffic throughout the day as has become the case following five years of relentless construction which continues unabated.

Thanks very much for your consideration.

Sincerely,

Blaine Lentz  
Marina del Rey



**From:** [DRP Community Studies West](#)  
**To:** [jamie bishton](#)  
**Subject:** RE: Public Meeting - The Future of Marina del Rey  
**Date:** Wednesday, May 01, 2013 12:53:00 PM

---

Hi Jamie,

A meeting summary and a copy of the wall graphic produced during the kick-off meeting will be posted to Regional Planning's Marina website by the end of the week. You can access the site here:

<http://planning.lacounty.gov/marina>

If you are interested, a copy of the presentation that was made during the meeting has been posted to the site.

If you have any additional questions, please feel free to contact us.

Thank you.

Community Studies West Section  
Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

---

**From:** jamie bishton [mailto:[jamie@noarus.com](mailto:jamie@noarus.com)]  
**Sent:** Thursday, April 25, 2013 4:09 PM  
**To:** DRP Community Studies West  
**Subject:** RE: Public Meeting - The Future of Marina del Rey

Thank you for the reply.

Will there be transcripts of the meeting online?

Jamie Bishton

---

**From:** DRP Community Studies West [mailto:[D7@planning.lacounty.gov](mailto:D7@planning.lacounty.gov)]  
**Sent:** Thursday, April 25, 2013 6:22 AM  
**To:** jamie bishton  
**Subject:** RE: Public Meeting - The Future of Marina del Rey

Dear Jamie,

Good morning. No, the 90 Freeway/Lincoln Blvd. intersection will not be part of the visioning process, though mobility in Marina del Rey is a concern we will discuss in future visioning events. The purpose of Thursday's meeting is to announce the visioning process and explain how the public can be involved.

Thank you,

Community Studies West Section  
Los Angeles County Dept. of Regional Planning  
<http://planning.lacounty.gov/marina>  
213-974-6422

---

**From:** jamie bishton [<mailto:jamie@noarus.com>]  
**Sent:** Tuesday, April 23, 2013 10:22 AM  
**To:** DRP Community Studies West  
**Cc:** Norris Bishton ([SIRRON1801@aol.com](mailto:SIRRON1801@aol.com))  
**Subject:** Public Meeting - The Future of Marina del Rey

To Whom it May Concern:

Will the meeting on Thursday to discuss the future of Marina del Rey address the 90 Freeway/Lincoln Blvd. issues and offer any solutions with a timeline?

Thank you,  
Jamie

<http://marinadelrey.patch.com/articles/community-meeting-to-help-determine-the-future-of-marina-del-rey?ncid=newsltuspatc00000001>

**Jamie Bishton**  
Vice President  
NJB Investments, Inc.



[www.noarus.com](http://www.noarus.com)

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6701 Center Drive West, Suite 925  
Los Angeles, CA 90045

(w) 310-258-0920  
(f) 310-258-0926

[jamie@noarus.com](mailto:jamie@noarus.com)



Please consider the environment before printing this email.

**From:** [DRP Community Studies West](#)  
**To:** [Tab](#)  
**Subject:** RE: Marina del Rey meeting last night  
**Date:** Wednesday, May 01, 2013 12:56:00 PM

---

Hi Tab,

A meeting summary and a copy of the wall graphic produced during the kick-off meeting will be posted to Regional Planning's Marina website by the end of the week. You can access the site here:

<http://planning.lacounty.gov/marina>

If you are interested, a copy of the presentation that was made during the meeting has been posted to the site.

If you have any additional questions, please feel free to contact us.

Thank you.

Community Studies West Section  
Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

-----Original Message-----

From: Tab [<mailto:tabhoward@gmail.com>]  
Sent: Friday, April 26, 2013 10:09 AM  
To: DRP Community Studies West  
Subject: Marina del Rey meeting last night

Hi,

I missed the meeting last night. Any chance there are notes or minutes that will be available? Thank you.

Tab

Sent from my iPhone

**From:** [DRP Community Studies West](#)  
**To:** [John D. Stoller](#)  
**Subject:** RE: MARINA DEL REY COMMUNITY MEETING  
**Date:** Wednesday, May 01, 2013 1:05:00 PM

---

Mr. Stoller,

Thank you for providing us with your ideas for improving Marina del Rey. As this process moves forward, ideas like yours will be invaluable to helping craft a new vision for the Marina.

Since you were unable to attend the meeting on Thursday, I would like to direct you to our Marina website. A copy of the presentation has been posted to the site found here:

<http://planning.lacounty.gov/marina>

A meeting summary and a copy of the wall graphic produced during the meeting will also be posted to this website by the end of the week.

If you have any additional questions, please feel free to contact us.

Thank you.

Community Studies West Section  
Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

---

**From:** John D. Stoller [mailto:stollercpa@yahoo.com]  
**Sent:** Friday, April 26, 2013 10:38 AM  
**To:** DRP Community Studies West  
**Subject:** MARINA DEL REY COMMUNITY MEETING

Dear Gina & Kevin,

Sorry was unable to attend Thursday meeting.

I am a resident at the Marina Harbor Apts and have a small boat docked at Marina Harbor. I like to visit local restaurants for lunch and dinner by boat and find there is very little public docking available convenient to the many restaurants.

There is a dock in terrible condition close to Fisherman's Village that is used to store derelict boats. This dock could be replaced and be available for the boating community to use. It would definitely benefit

the restaurants and stores at Fisherman's Village and make living for the boating community much more enjoyable.

Thank you.

JOHN D STOLLER  
14016 BORA BORA WAY, STE G-115  
MARINA DEL REY, CA 90292  
**EMAIL:** [john@stollercpa.com](mailto:john@stollercpa.com)  
**TEL:** 424-228-4168  
**FAX:** 424-228-2466

**From:** [DRP Community Studies West](#)  
**To:** [Barbara Pessis](#)  
**Subject:** RE: Feedback: Marina del Rey Visioning Public Meeting of 4/25/13  
**Date:** Thursday, May 02, 2013 3:17:00 PM

---

Hi Barbara,

Thank you for taking the time to write us this email. We do our best to try and answer the questions that are asked of us and if we do not know the answer, we are happy to try and find one.

As for the workshop and tour that will be occurring in a few weeks, they are part of a process designed to identify the community's ideas and translate them into a new community vision. It is our goal to try and understand the Marina del Rey area the way the residents, visitors, and users of the Marina do. We recognize your familiarity with the Marina's assets and opportunities and want to be able to learn what they are from you.

We look forward to working with you in this process and hope to see you at the workshop.

Community Studies West Section  
Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

-----Original Message-----

From: Barbara Pessis [<mailto:bp8@ca.rr.com>]  
Sent: Friday, April 26, 2013 9:55 AM  
To: DRP Community Studies West  
Subject: Feedback: Marina del Rey Visioning Public Meeting of 4/25/13

My first public meeting. I recognize the powers that be will build what they want when they want and what I heard from several citizens last night was this acknowledgment but better safety plans for what has been designed.

You really should be using some of their ideas. The safety factors they spoke about to me were logical, regardless of what the impact reports might reflect. They are good. I was impressed with my neighbors' knowledge and ideas. Your representatives, on the other hand, repeatedly told us they don't have information on something at the same time pictures and phones are being passed around in the audience showing the approval of the high-tech boat storage on Fiji and announcements about the new condominium project down the block at Fisherman's Wharf (and that's all that came my way). This is so absurd. Why waste our time and yours with meaningless meetings -- a workshop next? Another meeting to walk the area? What area? It doesn't really matter because we live here and know the area and have voiced and submitted ideas. My neighbors are better informed than the representatives you sent.

Bottom line: how do you intend to build goodwill (assuming you'd like some) when you come up with presentations as outlined last night. Meeting, workshop, walking tour. So wrong it's insulting.

Barbara Pessis  
Phone: (310) 305-8882  
Email: [bp8@ca.rr.com](mailto:bp8@ca.rr.com)

**From:** [DRP Community Studies West](#)  
**To:** [Patrick Reynolds](#)  
**Subject:** RE: Input  
**Date:** Thursday, May 02, 2013 3:37:00 PM

---

Hi Pat,

Thank you for your suggestions. We welcome your ideas for ways to improve this process. We hope that you will participate in the workshop that will be occurring in a few weeks.

Thank you.

Community Studies West Section  
Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

-----Original Message-----

From: Patrick Reynolds [<mailto:pat@marinermagazine.com>]  
Sent: Friday, April 26, 2013 3:35 PM  
To: DRP Community Studies West  
Subject: Input

Hello Ms. Natoli,

My name is Pat Reynolds - For the past ten years I've published a boating magazine in Marina del Rey called The Mariner. I was at the meeting you conducted last night. You mentioned at the outset that you welcome all opinion and input, so I thought I would take you up on it.

While I don't go to all of these community meetings, I have been to a few. Sadly, they so often devolve into a line of local residents and organization leaders waiting their turn to bark angrily at some county representative behind a podium or table. Last night was a good example of how they so often go. As a relatively objective guy I would like to suggest a different tactic.

The reality is - many of these people have been fighting this battle for a long time and have seen much disappointment along the way. Frankly I believe some of this failure to evoke change is caused by their own adversarial approach and some of it, of course, is just a mixture of agendas struggling to coexist.

With that in mind, I think to begin these meetings reminding the audience that while the temptation to vent is great - this is not the place to do it. This is a process of accepting where we are and moving forward from this place. That you are on their side. That you are not there to be yelled at.

I think it's time that the community hears it straight. These are the parcels that are going to be what they are - with no change possible; these are the parcels that change is possible; and these are the parcels and areas that are wide open for discussion - it's time these matters are made clear and simple for people.

I would also try to do a more effective job of selling people on the fact that there are going to be some great new developments. That some perceptions are wrong. For instance, when Paul Miller, said he tore his shoulder and his wife broke her leg on the dilapidated docks - that seemed like an opportunity to say, "Yes, that's what we are changing!"

My desire is that this process strikes a balance. Community members want to know that this marina will remain (on some level) the special place they know and love. But I think being straight with them and simplifying the matters at hand is important at this stage in the game.

Anyway I could go on and on. What I'm saying in a nutshell is to stay the course as far of the objective

of this visioning and not get caught in the trap of being the target for an angry mob full of complaint - to not lose control of these meetings. And secondly, to more effectively sell the idea that there are elements of this redevelopment that will actually be welcome changes.

Thanks for your time.

Pat Reynolds  
Editor/Publisher  
The Mariner  
310-397-1887  
[www.marinermagazine.com](http://www.marinermagazine.com)



**From:** [Barbara Pessis](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** RE: Feedback: Marina del Rey Visioning Public Meeting of 4/25/13  
**Date:** Saturday, May 04, 2013 2:06:03 PM

---

you all need the workshop and tour; our ideas and feedback have been provided. is anyone listening or better yet, rethinking your PR approach?

Barbara Pessis  
Phone: (310) 305-8882  
Email: [bp8@ca.rr.com](mailto:bp8@ca.rr.com)

-----Original Message-----

From: [DRP Community Studies West \[mailto:D7@planning.lacounty.gov\]](#)  
Sent: Thursday, May 02, 2013 3:17 PM  
To: Barbara Pessis  
Subject: RE: Feedback: Marina del Rey Visioning Public Meeting of 4/25/13

Hi Barbara,

Thank you for taking the time to write us this email. We do our best to try and answer the questions that are asked of us and if we do not know the answer, we are happy to try and find one.

As for the workshop and tour that will be occurring in a few weeks, they are part of a process designed to identify the community's ideas and translate them into a new community vision. It is our goal to try and understand the Marina del Rey area the way the residents, visitors, and users of the Marina do. We recognize your familiarity with the Marina's assets and opportunities and want to be able to learn what they are from you.

We look forward to working with you in this process and hope to see you at the workshop.

Community Studies West Section  
Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

-----Original Message-----

From: Barbara Pessis [<mailto:bp8@ca.rr.com>]  
Sent: Friday, April 26, 2013 9:55 AM  
To: [DRP Community Studies West](#)  
Subject: Feedback: Marina del Rey Visioning Public Meeting of 4/25/13

My first public meeting. I recognize the powers that be will build what they want when they want and what I heard from several citizens last night was this acknowledgment but better safety plans for what has been designed. You really should be using some of their ideas. The safety factors they spoke about to me were logical, regardless of what the impact reports might reflect. They are good. I was impressed with my neighbors' knowledge and ideas. Your representatives, on the other hand, repeatedly told us they don't have information on something at the same time pictures and phones are

being passed around in the audience showing the approval of the high-tech boat storage on Fiji and announcements about the new condominium project down the block at Fisherman's Wharf (and that's all that came my way). This is so absurd. Why waste our time and yours with meaningless meetings -- a workshop next? Another meeting to walk the area? What area? It doesn't really matter because we live here and know the area and have voiced and submitted ideas. My neighbors are better informed than the representatives you sent.

Bottom line: how do you intend to build goodwill (assuming you'd like some) when you come up with presentations as outlined last night. Meeting, workshop, walking tour. So wrong it's insulting.

Barbara Pessis  
Phone: (310) 305-8882  
Email: bp8@ca.rr.com

**From:** [DRP Community Studies West](#)  
**To:** [Patrick Reynolds](#)  
**Subject:** RE: Input  
**Date:** Tuesday, May 21, 2013 4:59:00 PM  
**Attachments:** [MdR\\_Walking\\_Tour\\_Flyer\\_FINAL.pdf.html](#)

---

Hi Pat,

Per your conversation with Gina earlier today, I have attached to this email a copy of the flyer for the walking tour and workshop coming up on June 1st. Additionally, here is the workshop information that we have posted to our website:

Marina del Rey Walking Tour and Mobile Workshop

The County of Los Angeles Department of Regional Planning would like to invite you to the next step in the visioning process. Please join us for a walking tour and mobile workshop to help us identify opportunities for improving and enhancing Marina del Rey.

The County of Los Angeles Department of Regional Planning will host a community walking tour and mobile workshop on:

Saturday, June 1, 9:00am-1:00pm

Meet and register in Parking Lot 5 at the northwest corner of Admiralty Way and Bali Way  
Marina del Rey, CA 90292

Parking Lot 5 fee: \$5.00 for the day, or free parking at Marina del Rey Hotel

The purpose of this tour and workshop is to learn about your ideas for how to improve and enhance the Marina. We'll take a short walk up Admiralty Way to look at a few sites, then drive down Fiji Way to discuss options for enhancing the Channel entrance area. Back at the Marina del Rey Hotel we'll talk about Marina Beach and other areas.

For more information, contact Gina Natoli or Kevin Finkel of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday Through Thursday from 7:00am to 5:00pm.

As of right now, future meetings have not been scheduled, but are anticipated to take place throughout the summer.

Thank you.

Kevin Finkel  
Community Studies West Section  
Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

-----Original Message-----

From: Patrick Reynolds [<mailto:pat@marinermagazine.com>]  
Sent: Wednesday, May 15, 2013 11:03 AM  
To: DRP Community Studies West  
Subject: Re: Input

Hi,

Would you like to send a press release of the upcoming community meet ins scheduled?

Thank you.

Pat Reynolds

On May 2, 2013, at 3:37 PM, DRP Community Studies West wrote:

> Hi Pat,

>

> Thank you for your suggestions. We welcome your ideas for ways to improve this process. We hope that you will participate in the workshop that will be occurring in a few weeks.

>

> Thank you.

>

> Community Studies West Section

> Los Angeles Department of Regional Planning

> <http://planning.lacounty.gov>

> 213-974-6422

>

>

> -----Original Message-----

> From: Patrick Reynolds [<mailto:pat@marinermagazine.com>]

> Sent: Friday, April 26, 2013 3:35 PM

> To: DRP Community Studies West

> Subject: Input

>

> Hello Ms. Natoli,

>

> My name is Pat Reynolds - For the past ten years I've published a boating magazine in Marina del Rey called The Mariner. I was at the meeting you conducted last night. You mentioned at the outset that you welcome all opinion and input, so I thought I would take you up on it.

>

> While I don't go to all of these community meetings, I have been to a few. Sadly, they so often devolve into a line of local residents and organization leaders waiting their turn to bark angrily at some county representative behind a podium of table. Last night was a good example of how they so often go. As a relatively objective guy I would like to suggest a different tactic.

>

> The reality is - many of these people have been fighting this battle for a long time and have seen much disappointment along the way. Frankly I believe some of this failure to evoke change is caused by their own adversarial approach and some of it, of course, is just a mixture of agendas struggling to coexist.

>

> With that in mind, I think to begin these meetings reminding the audience that while the temptation to vent is great - this is not the place to do it. This is a process of accepting where we are and moving forward from this place. That you are on their side. That you are not there to be yelled at.

>

> I think it's time that the community hears it straight. These are the parcels that are going to be what they are - with no change possible; these are the parcels that change is possible; and these are the parcels and areas that are wide open for discussion - it's time these matters are made clear and simple for people.

>

> I would also try to do a more effective job of selling people on the fact that there are going to be some great new developments. That some perceptions are wrong. For instance, when Paul Miller, said he tore his shoulder and his wife broke her leg on the dilapidated docks - that seemed like an opportunity to say, "Yes, that's what we are changing!"

>

> My desire is that this process strikes a balance. Community members want to know that this marina will remain (on some level) the special place they know and love. But I think being straight with them and simplifying the matters at hand is important at this stage in the game.

>

> Anyway I could go on and on. What I'm saying in a nutshell is to stay the course as far of the objective of this visioning and not get caught in the trap of being the target for an angry mob full of complaint - to not lose control of these meetings. And secondly, to more effectively sell the idea that there are elements of this redevelopment that will actually be welcome changes.

>

>

> Thanks for your time.

>

>

>

> Pat Reynolds

> Editor/Publisher

> The Mariner

> 310-397-1887

> [www.marinermagazine.com](http://www.marinermagazine.com)

>

>

>

>

**From:** [DRP Community Studies West](#)  
**To:** [esp3800@aol.com](mailto:esp3800@aol.com)  
**Subject:** RE: CRD3 -- Report from April 25, 2013 visioning meeting.  
**Date:** Monday, June 03, 2013 5:43:00 PM

---

Hi Eric,

We are currently in the process of putting together a summary of the comments and ideas that were received during the walking tour and mobile workshop (including photos of comment maps that were produced during the workshop). We will be posting them to our Marina website as soon as they are available ([planning.lacounty.gov/marina](http://planning.lacounty.gov/marina)).

If you are interested in submitting additional ideas to this process you are more than welcome to email them to us here or you can sign up for our virtual town hall page and submit them there ([www.envisionmdr.com](http://www.envisionmdr.com))

Thank you.

Community Studies West Section  
Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

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**From:** [esp3800@aol.com](mailto:esp3800@aol.com) [<mailto:esp3800@aol.com>]  
**Sent:** Monday, June 03, 2013 5:15 PM  
**To:** DRP Community Studies West; DRP Community Studies West  
**Cc:** Santos Kreimann; [newstips@latimes.com](mailto:newstips@latimes.com)  
**Subject:** CRD3 -- Report from April 25, 2013 visioning meeting.

No response on the visioning walk so far. Will you post something on it? Where? CRD3 wanted to be sure that any rebranding of the "visioning" process would be done in full consideration of all of the available... appreciative inquiry, as well as...

Survey Feedback, Virtual and other Organization Assessment Tools, Culture Audits, Interviewing, Focus Groups, Story Telling, Process Consulting, Questioning, Action Research, Effective Meeting Skills, Action Learning, Confrontation Meetings, Dialogue Training, Team Building, Difference Valuing, Observation, Coaching, Integrated Strategic Planning, Group Dynamics, Legacy work, Skills Training, Norms Mapping, Leadership Development, Self-awareness Tools, Whole Scale Change, Future Search, Large Systems Change, Values Clarification and Values Integration, Open Space Meetings, Conflict Resolution, Training of Trainers, Work Redesign, Culture Change, Group Problem Solving, Attitude/opinion surveys, Meeting facilitation, Interest Based Problem Solving, Mutual Gains Negotiating, Environmental Scanning, Grid Workshops, Mission Building, Responsibility Charting, Role Playing, Mirroring and Modeling, Communication Workshops and Learning Laboratories.

Thanks.

Eric Preven

The County Resident from District 3  
818-762-7719  
818-645-2616 mobile

-----Original Message-----

From: esp3800 <[esp3800@aol.com](mailto:esp3800@aol.com)>

To: D7 <[D7@planning.lacounty.gov](mailto:D7@planning.lacounty.gov)>; commstudieswest <[commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov)>

Sent: Thu, May 23, 2013 2:02 pm

Subject: Fwd: CRD3 -- Report from April 25, 2013 visioning meeting.

Greetings:

Could you forward a map of the June 1 tour and explain how the driving part works?

Will there be a boat ride? That would be awesome.

Also, the County Resident from District 3 (CRD3) notes the following comments at the last meeting...:

"The County is unresponsive "

CRD3: What is up with that...? Has the county been unresponsive? Please respond.

Also....

- 1) Loss of parking spaces limits access to public use areas.
- 2) Which parcels are going to be considered for change in land use?
- 3) How will the County ensure public safety in the event of a natural disaster?
- 4) This can pose a risk to public safety related to crime
- 5) Create an environment where people get around without cars.
- 6) Bring back shuttle and water bus.
- 7) Create a world class special event to draw in visitors.
- 8) Initiate a large film festival.
- 9) Was there a feeling that outreach aimed at the participation of residents from throughout the county had been inadequate?
- 10) How are we doing with RSVP's... to the walking tour? Did we set up an EVITE and buy a mailing list...?
- 11) Are we offering a coupon for summer sailing camp, or half day boat rental, for participating in this visioning?
- 12) Are we even offering free parking... another time, in exchange for helping out?  
[Parking at the hotel on June 1 is free, how about another time, for incentive!!]
- 13) Have Beaches/Harbors engaged in a tele marketing campaign to bring out folks, the way politicians do when they are trying to get elected?
- 14) Will Mr. Kreimann be present?
- 15) Is it true that Beaches and Harbors makes substantial revenue selling sugary colas?
- 16) Where is the long overdue Strategica report back to the Board on the Assessments for properties that resulted in more than 20% tax reductions? Are any of the Marina Developers involved beyond the ones

referenced  
in the Los Angeles Times?

**17) Extended Outreach?**

- Promote Visioning events in the Argonaut Newspaper.

**CRD3 Comment:** The Argonaut is excellent, but it is a limited circulation local, not exactly extended outreach.

It was smart to do it, but we need to do substantially more.

18) How about a major valley newspaper like the Daily News or the LA Times... ?

19) How about Malibu? Santa Monica? Long Beach?

20) Why don't we hand out fliers at all the county golf courses to get those types who have pocket change and TIME to visit the marina? SYNERGY with AGC

22) How about designing two surveys. Then, incentivizing residents to respond to those surveys with gifts of free parking. One survey could be designed by Regional Planning while the other could be done by MIG under resident direction. CRD3 volunteers to play the resident big boss!!!

23) The below link to EnvisionMDR, is a dead link: Please correct this if it has not already been done

<http://envisionmdr.planning.lacounty.gov/>

**This project does not exist or has not launched yet.**

24) Will accommodations for non-walkers be provided? NOT me, CRD3 is not only walks, he's an uphill climber.

25) Always better to have a map and overview before the day... so we can come prepared. Thanks!

26) Below are the Tour bullet points -- what are the site locations? Issues? Please fill in! Thx.

Site A -

Site B -

Site C -

Channel Entrance Area enhancement -

Marina Beach -

Other areas -

Eric Preven  
The County Resident from District 3



818-762-7719  
818-645-2616 mobile

-----Original Message-----

From: DRP Community Studies West <[D7@planning.lacounty.gov](mailto:D7@planning.lacounty.gov)>  
To: esp3800 <[esp3800@aol.com](mailto:esp3800@aol.com)>  
Sent: Tue, May 21, 2013 5:06 pm  
Subject: RE: CRD3 -- Report from April 25, 2013 visioning meeting.

Hi Eric,

The next visioning meeting will take place from 9:00am-1:00pm on Saturday June 1<sup>st</sup>. This meeting will take a different format from the kick-off meeting last month and will include a walking tour and workshop. Please visit <http://planning.lacounty.gov/marina> for additional information. Additionally, the presentation made by the Department of Regional Planning, a meeting summary, and the wall graphic produced during the meeting have all been posted to this website for your convenience.

We hope you will be able to join us on June 1<sup>st</sup>.

Community Studies West Section  
Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

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**From:** [esp3800@aol.com](mailto:esp3800@aol.com) [<mailto:esp3800@aol.com>]  
**Sent:** Friday, May 17, 2013 12:02 PM  
**To:** DRP Community Studies West  
**Cc:** [newstips@latimes.com](mailto:newstips@latimes.com)  
**Subject:** CRD3 -- Report from April 25, 2013 visioning meeting.

Greetings. When is the next Marina visioning planning meeting? Can you direct me to the appropriate link to see the big picture?

Best,

Eric Preven  
The County Resident from District 3  
818-762-7719  
818-645-2616 mobile

<http://mdrsilverstrandnews.wordpress.com/2013/05/15/report-on-los-angeles-county-regional-planning-board-community-meeting-on-development-in-marina-del-rey-april-25-2013/>

**From:** [Sandra Starr](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** Hi, Gina, I think this might interest you  
**Date:** Saturday, June 08, 2013 6:23:46 PM

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Dear Gina,

I sent you an email on June 5. Did you receive? In the meantime here is my report on the second DRP "Visioning MDR" in the *Silver Strand News*:

<http://mdrsilverstrandnews.wordpress.com/2013/06/08/1-a-county-department-of-regional-planning-holds-second-envisioning-marina-del-rey-meeting-june-1-2013>

All best,

Sandra Starr, Publisher  
The Silver Strand News

**From:** [DRP Community Studies West](#)  
**To:** "Karen KEATING"  
**Subject:** RE: Ideas for MdR Visioning  
**Date:** Monday, June 10, 2013 10:10:00 AM

---

Hi Karen,

Thank you for providing us with your suggestions and ideas for improving the Marina area. If you are interested in getting more information about the project and our process, please visit our project webpage at <http://planning.lacounty.gov/marina>; you can also check it periodically for announcements about future events. Also, if you are interested in participating further, please visit our virtual town hall website [www.envisionmdr.com](http://www.envisionmdr.com). We will be using this site to continue the conversation with you and other members of the community; on it, we will be periodically posting questions and asking for suggestions for improvements to the Marina area.

If you would like to get in touch with anyone here at the Department of Regional Planning about the Marina, please feel free to call us at the number below and ask for either Gina Natoli or Kevin Finkel.

Thank you.

Community Studies West Section  
Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

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**From:** Karen KEATING [mailto:karenk@capsuletech.com]  
**Sent:** Friday, June 07, 2013 2:03 PM  
**To:** DRP Community Studies West  
**Subject:** Ideas for MdR Visioning

Dear Planners,

I haven't been able to attend public sessions. Here are my suggestions to improve the Marina area. I would love to be more involved in this rare opportunity. I hope you will contact me for more discussion. I look forward to learning and contributing to the process.

- 1) More bike paths in the Marina & the Del Rey neighborhood to reduce cars & traffic and foster a walking neighborhood where we know our neighbors and grow a stronger community
- 2) More bike racks
- 2) Better pedestrian / bike crossing between the Marina & Del Rey neighborhoods;
- 3) More wastebaskets to reduce litter
- 4) Add flags to the lightposts for color and to promote festivities, the area, the arts
- 5) Construct art or put a boat & sign welcoming visitors at the ugly, empty cement triangle (eyesore) that you see when you come to the intersection at Hwy 90 & Lincoln (Hwy 1).
- 6) Dog friendly drinking fountains

Karen Keating Overmyer

4334 Glencoe Ave Unit #5  
Marina del Rey, CA 90292

310-577-7036

[Kkeating1111@hotmail.com](mailto:Kkeating1111@hotmail.com)

Karen

310-577-7036

**From:** [Sandra Starr](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** Re: "Visioning Workshop"  
**Date:** Monday, June 10, 2013 7:58:36 PM

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Hi Gina,

Thanks so much for your email. Hope you take a look at the blog: [silverstrandnews](#) and sign up for an email subscription. It will give you a few clues about folks feel about what happens in MDR.

All best,

Sandra

On Mon, Jun 10, 2013 at 12:55 PM, DRP Community Studies West  
<[D7@planning.lacounty.gov](mailto:D7@planning.lacounty.gov)> wrote:

Sandra,

Good afternoon. I apologize for the delay in responding; I was away from my desk last Wednesday and Thursday. I know that you have posted the article, but let me answer your questions from below.

- 1) Michael Tripp's email address is [mtripp@beaches.lacounty.gov](mailto:mtripp@beaches.lacounty.gov).
- 2) We will add you to our email distribution list, using the [starr.sandra@gmail.com](mailto:starr.sandra@gmail.com) address. Be sure to check on <http://planning.lacounty.gov/marina> every now and then as we will be posting events on our website as well.

Thank you,

Gina M. Natoli, MURP, AICP

Supervising Regional Planner

Community Studies West Section

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**From:** Sandra Starr [mailto:[starr.sandra@gmail.com](mailto:starr.sandra@gmail.com)]  
**Sent:** Wednesday, June 05, 2013 8:41 PM  
**To:** DRP Community Studies West

**Subject:** Fwd: "Visioning Workshop"

Could you please forward to Gina Natoli.

----- Forwarded message -----

From: **Sandra Starr** <[starr.sandra@gmail.com](mailto:starr.sandra@gmail.com)>

Date: Tue, Jun 4, 2013 at 5:29 PM

Subject: "Visioning Workshop"

To: [commstudieswest@laplanning.la.county.gov](mailto:commstudieswest@laplanning.la.county.gov)

Hi Gina,

It was good to meet you at the "Visioning Workshop" and thanks for taking the time to answer my questions. As I mentioned, I'm the publisher of the Silver Strand News ([mdrsilverstrandnews.wordpress.com](http://mdrsilverstrandnews.wordpress.com)), a blog devoted to news in Marina Del Rey and Venice. While it may sound like small potatoes, we have had over 19,000 visitors to the site in the last two years. When you arrive at the site, just type in "City and County Development", "the Shores" or " Legacy" and you will find that I've covered the subject in some depth. As a result, the SSN's subscribers now include government staff members from both. I should mention that I'm a property owner (Silver Strand) and a tax payer. Let me say, that I am not anti-development. But, I do believe in conscientious development in terms of future projects and renovation of existing ones, both of which should be sensitive to an environment which is extraordinarily beautiful and should not add to the burden of unsustainable density and traffic impacts

1) I'm going to publish the report on the meeting in the blog in the next couple of days. I met Michael Tripp at the meeting, but do not have his email address and would like to ask him a couple of questions before I publish the report. I would be grateful if you could send to me.

2) Could you please put me on your mailing list for all notices of your events, including the smaller "Visioning" meetings among neighborhood groups and organizations.

With best wishes

Sandra Starr

Editor and publisher, of the \*Silver Strand News\*

**From:** [Patrick Reynolds](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** Re: Input  
**Date:** Wednesday, June 19, 2013 4:31:10 PM

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Sorry for my frustration on the phone Kevin. Frankly, the county is essentially a villain among many (probably most) local boaters and the hopeful objective side of me wants to believe that it shouldn't be that way. However, to roll out a process of community outreach and to not have solid dates in place makes me disappointed. It begs the question of how serious this outreach is. Skeptics would say this lack of preparation is calculated - that too much public input is a hinderance. I truly hope that isn't the case.

Thanks for getting back to me. I wish you all success in your outreach efforts. Please let me know how I can help.

Pat Reynolds  
Editor/Publisher  
The Mariner  
310-397-1887  
[www.marinermagazine.com](http://www.marinermagazine.com)

On Jun 19, 2013, at 4:00 PM, DRP Community Studies West wrote:

Hi Pat,

Per our phone call earlier, at the moment we do not have any community events scheduled. However, we will be sure to let you know when the next event is scheduled. I have verified that your email address is on our email distribution list to ensure that you receive the information.

Thank you.

Kevin Finkel  
Community Studies West Section  
Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

-----Original Message-----

From: Patrick Reynolds [mailto:pat@marinermagazine.com]  
Sent: Monday, June 17, 2013 2:37 PM  
To: DRP Community Studies West  
Subject: Re: Input

Hi Kevin,

Please forward on the information for the next Visioning event you have in the month of July or August.

Thank you.

Pat Reynolds  
Editor/Publisher  
The Mariner  
310-397-1887

[www.marinermagazine.com](http://www.marinermagazine.com)

On May 21, 2013, at 4:59 PM, DRP Community Studies West wrote:

Hi Pat,

Per your conversation with Gina earlier today, I have attached to this email a copy of the flyer for the walking tour and workshop coming up on June 1st. Additionally, here is the workshop information that we have posted to our website:

#### Marina del Rey Walking Tour and Mobile Workshop

The County of Los Angeles Department of Regional Planning would like to invite you to the next step in the visioning process. Please join us for a walking tour and mobile workshop to help us identify opportunities for improving and enhancing Marina del Rey.

The County of Los Angeles Department of Regional Planning will host a community walking tour and mobile workshop on:

Saturday, June 1, 9:00am-1:00pm

Meet and register in Parking Lot 5 at the northwest corner of Admiralty Way and Bali Way

Marina del Rey, CA 90292

Parking Lot 5 fee: \$5.00 for the day, or free parking at Marina del

Rey Hotel



The purpose of this tour and workshop is to learn about your ideas for how to improve and enhance the Marina. We'll take a short walk up Admiralty Way to look at a few sites, then drive down Fiji Way to discuss options for enhancing the Channel entrance area. Back at the Marina del Rey Hotel we'll talk about Marina Beach and other areas.

For more information, contact Gina Natoli or Kevin Finkel of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday Through Thursday from 7:00am to 5:00pm.

As of right now, future meetings have not been scheduled, but are anticipated to take place throughout the summer.

Thank you.

Kevin Finkel

Community Studies West Section

Los Angeles Department of Regional Planning

<http://planning.lacounty.gov>

213-974-6422

-----Original Message-----

From: Patrick Reynolds [<mailto:pat@marinermagazine.com>]

Sent: Wednesday, May 15, 2013 11:03 AM

To: DRP Community Studies West

Subject: Re: Input

Hi,

Would you like to send a press release of the upcoming community meet ins scheduled?

Thank you.

Pat Reynolds

On May 2, 2013, at 3:37 PM, DRP Community Studies West wrote:

Hi Pat,

Thank you for your suggestions. We welcome your ideas for ways to improve this process. We hope that you will participate in the workshop that will be occurring in a few weeks.

Thank you.

Community Studies West Section

Los Angeles Department of Regional Planning

<http://planning.lacounty.gov>

213-974-6422

-----Original Message-----

From: Patrick Reynolds  
[mailto:[pat@marinermagazine.com](mailto:pat@marinermagazine.com)]

Sent: Friday, April 26, 2013 3:35 PM

To: DRP Community Studies West

Subject: Input

Hello Ms. Natoli,

My name is Pat Reynolds - For the past ten years I've published a boating magazine in Marina del Rey called The Mariner. I was at the meeting you conducted last night. You mentioned at the outset that you welcome all opinion and input, so I thought I would take you up on it.

While I don't go to all of these community meetings, I have been to a few. Sadly, they so often devolve into a line of local residents and organization leaders waiting their turn to bark angrily at some county representative behind a podium of table. Last night was a good example of how they so often go. As a relatively objective guy I would like to suggest a different tactic.

The reality is - many of these people have been fighting this battle for a long time and have seen much disappointment along the way. Frankly I believe some of this failure to evoke change is caused by their own adversarial approach and some of it, of course, is just a mixture of agendas struggling to coexist.

With that in mind, I think to begin these meetings reminding the audience that while the temptation to vent is great - this is not the place to do it. This is a process of accepting where we are and moving forward from this place. That you are on their side. That you are not there to be yelled at.

I think it's time that the community hears it straight. These are the parcels that are going to be what they are - with no change possible; these are the parcels that change is possible; and these are the parcels and areas

that are wide open for discussion - it's time these matters are made clear and simple for people.

I would also try to do a more effective job of selling people on the fact that there are going to be some great new developments. That some perceptions are wrong. For instance, when Paul Miller, said he tore his shoulder and his wife broke her leg on the dilapidated docks - that seemed like an opportunity to say, "Yes, that's what we are changing!"

My desire is that this process strikes a balance. Community members want to know that this marina will remain (on some level) the special place they know and love. But I think being straight with them and simplifying the matters at hand is important at this stage in the game.

Anyway I could go on and on. What I'm saying in a nutshell is to stay the course as far of the objective of this visioning and not get caught in the trap of being the target for an angry mob full of complaint - to not lose control of these meetings. And secondly, to more effectively sell the idea that there are elements of this redevelopment that will actually be welcome changes.

Thanks for your time.

Pat Reynolds

Editor/Publisher

The Mariner

310-397-1887

[www.marinemagazine.com](http://www.marinemagazine.com)

<MdR\_Walking Tour\_Flyer\_FINAL.pdf>

**From:** [Helene Zimmerman](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** marina del rey mobility  
**Date:** Thursday, June 27, 2013 5:37:18 PM

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too much redevelopment. poor infrastructure to accomodate greater increase in traffic. inadequate bike trails for continuous and safe travel. inadequate water and land shuttle transportation.

**From:** [Gerald Sobel](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** Re: Marina del Rey Community Focus Group on Mobility  
**Date:** Friday, June 28, 2013 1:58:37 AM

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Speaking of mobility, if you really cared, why are you allowing the construction of an obnoxious container ship sized building (conveyer belt elevator mechanical dock) and its associated holding docks which will block Basin H to the extent that non-'fossil' fueled boats which rely on sail power won't be able to tack up this very public channel from the launching ramp to the sea. Can you go to windward in a long 50' wide channel? Do you even know what the word "tacking" means, how it is done, etc?

Please explain how you plan to remedy this. How about abandoning your current plans for a small craft blockade?

Gerald Sobel

PS. Do me a favor, halt all construction of condos and apartments on Public Park land, and demolish all that now exist. Expand parking, open space, over night camping facilities, etc. and I mean not by wrecking existing boating facilities as you have done and plan to do more to chandlers and Yacht Clubs. It's called, "common sense" the least common sense in government today. You can then save time and money by not needing to hold more sham public meetings.

---

**From:** DRP Community Studies West <D7@planning.lacounty.gov>  
**To:**  
**Sent:** Thursday, June 27, 2013 5:23 PM  
**Subject:** Marina del Rey Community Focus Group on Mobility

**Marina del Rey Community Focus Group on Mobility**

The County of Los Angeles Department of Regional Planning would like to invite you to participate in a community focus group on mobility in Marina del Rey. Please join us:

Wednesday July 17, 6:00pm-8:00pm

Marina del Rey Hotel

Regatta Room

13534 Bali Way

Marina del Rey, California 90292

The purpose of this meeting is to discuss how to improve mobility in the Marina. We would like to hear about problem areas for autos, bicycles, and pedestrians, about where the transportation system works, and about what might be done to improve mobility. We hope that you will attend!

For more information, contact Gina Natoli or Kevin Finkel of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday Through Thursday from 7:00am to 5:00pm.

Community Studies West Section

Los Angeles Department of Regional Planning <http://planning.lacounty.gov>

213-974-6422



**From:** [Lynne Shapiro](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** RE: Marina del Rey Community Focus Group on Mobility  
**Date:** Friday, June 28, 2013 6:01:45 AM

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The best way to improve mobility is NOT TO ALLOW BEHEMOTHS LIKE "THE SHORES".....2000  
ADDITIONAL CARS AND TWO OR THREE MORE HUGE  
BUILDINGS TO GO....THIS IS PLANNING?

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**From:** DRP Community Studies West [mailto:D7@planning.lacounty.gov]  
**Sent:** Thursday, June 27, 2013 5:24 PM  
**Subject:** Marina del Rey Community Focus Group on Mobility

### **Marina del Rey Community Focus Group on Mobility**

The County of Los Angeles Department of Regional Planning would like to invite you to participate in a community focus group on mobility in Marina del Rey. Please join us:

Wednesday July 17, 6:00pm-8:00pm

Marina del Rey Hotel

Regatta Room

13534 Bali Way

Marina del Rey, California 90292

The purpose of this meeting is to discuss how to improve mobility in the Marina. We would like to hear about problem areas for autos, bicycles, and pedestrians, about where the transportation system works, and about what might be done to improve mobility. We hope that you will attend!

For more information, contact Gina Natoli or Kevin Finkel of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday Through Thursday from 7:00am to 5:00pm.

Community Studies West Section

Los Angeles Department of Regional Planning <http://planning.lacounty.gov>

213-974-6422

**From:** [Betsy Barker](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** RE: Marina del Rey  
**Date:** Wednesday, July 10, 2013 8:14:19 AM

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Yes, south jetty just west of the UCLA boat house.

Thanks!

Betsy Barker  
Administrative Services - IT Section  
County of Los Angeles  
Department of Beaches and Harbors  
13837 Fiji Way  
Marina del Rey CA 90292  
Office: 310-305-9510  
Fax: 310-821-6345  
e-mail: [bbarker@bh.lacounty.gov](mailto:bbarker@bh.lacounty.gov)



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**From:** DRP Community Studies West  
**Sent:** Wednesday, July 10, 2013 8:11 AM  
**To:** Betsy Barker  
**Subject:** RE: Marina del Rey

All great ideas. Finding your way around and signage is another component the mobility consultant is looking at, as well as our urban design consultant. We'll pass along to our mobility consultant the idea for a new path for walkers; could I clarify that you mean the path on the south jetty, just down from the UCLA boat house?

Dinghy and transient docks are also high on our list of things to include in the update. Beaches & Harbors is already keen to require these docks when granting lease extensions, and the lessees seem to like the idea.

Thank you!

Gina

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**From:** Betsy Barker  
**Sent:** Wednesday, July 10, 2013 7:39 AM  
**To:** DRP Community Studies West  
**Subject:** RE: Marina del Rey

OK, more suggestions. I'm not sure if these are within the scope of your visioning.

At the bait dock in front of Fisherman's Village, there are always lots of birds. There are also a couple of sea lions who hang out there regularly. It would be great to have an information board so that visitors could learn about all of these creatures. I read recently that bird watching is one of the top reasons for travel, even competing with golf vacations.

For the part of the bike path that goes along the southern edge of the main channel, walkers compete with cyclists. However, there is a space on the north side of the fence that could be paved for walkers. It would be great if this area could be beautified with some plants and benches.

The signage for the parking lot for El Torito's is very confusing. I have had to stop and wait while visitors attempted to go in the exit gate. The signs to turn into the parking lot should be much larger.

I grew up sailing on San Francisco bay. My family used to love to take guests down to dock and dine restaurants at Jack London square. It would be great to see more of these options available, so that boats could tie up while dining.

Thanks for listening.

Betsy Barker  
Administrative Services - IT Section  
County of Los Angeles  
Department of Beaches and Harbors  
13837 Fiji Way  
Marina del Rey CA 90292  
Office: 310-305-9510  
Fax: 310-821-6345  
e-mail: [bbarker@bh.lacounty.gov](mailto:bbarker@bh.lacounty.gov)



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**From:** DRP Community Studies West  
**Sent:** Wednesday, July 10, 2013 7:02 AM  
**To:** Betsy Barker  
**Subject:** RE: Marina del Rey

Betsy,

Good morning. You're right; this is a very dangerous section of the bike path. We're aware of it, and it has come up in every conversation we've had with members of the public concerning getting around MdR. We've hired a mobility consultant to help us devise solutions to mobility issues in MdR, and a key component of their work is to suggest ways to improve safety where transportation modes (pedestrian, bicycle, vehicle) intersect.

I also find the bike path intersection with Mindanao to be very dangerous; I know it's there and I still have trouble seeing it. The consultant, one of whom is a cyclist and has ridden the MdR bike path on a bike, agrees with us and also adds the place where the bike path intersects the sidewalk south of Admiralty near the library.

This is a very important issue and we hope to come up with solutions that can be implemented quickly to improve safety for cyclists, pedestrians, and vehicle operators.

Thank you,

Gina M. Natoli, MURP, AICP  
Supervising Regional Planner  
Community Studies West Section  
213-974-6422

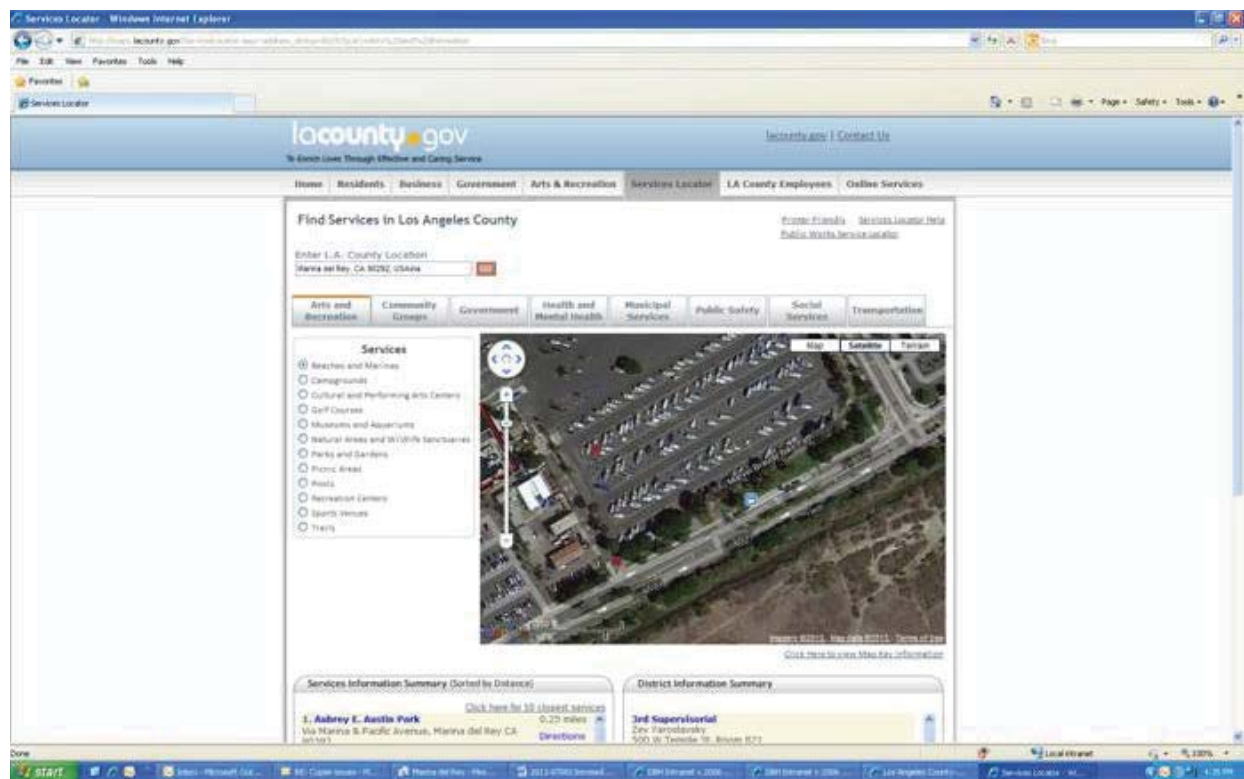
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**From:** Betsy Barker  
**Sent:** Tuesday, July 09, 2013 4:36 PM  
**To:** DRP Community Studies West  
**Subject:** Marina del Rey

There is a very dangerous part of Fiji Way (just west of Admiralty) where the bike path heading east has to cross Fiji to go north on the bike path. There are no flashing lights or crosswalk painted on the road. One block north, at Admiralty and Mindanao, there is a flashing yellow light so that the bicycles can cross more safely. But that's not really enough.

If the County is pushing bicycle riding, then I think we need to make it safer. Can we add more crosswalks and flashing lights so it is safer for the bicycles?

Here's the problem location:



Betsy Barker  
Administrative Services - IT Section  
County of Los Angeles  
Department of Beaches and Harbors  
13837 Fiji Way  
Marina del Rey CA 90292  
Office: 310-305-9510  
Fax: 310-821-6345  
e-mail: [bbarker@bh.lacounty.gov](mailto:bbarker@bh.lacounty.gov)



**From:** [DRP Community Studies West](#)  
**To:** [B Russell](#)  
**Subject:** RE: Bike path block-off location  
**Date:** Monday, July 15, 2013 2:00:00 PM

---

Hi B Russ,

Thank you for sending us your comments regarding accessibility on the bike path along the south jetty. We hope you will participate in the community focus group on mobility taking place this Wednesday and contribute your ideas to the conversation.

If you have any additional comments or questions, please do not hesitate to contact us.

Kevin Finkel  
Community Studies West Section  
Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

---

**From:** B Russell [mailto:worldpoop@gmail.com]  
**Sent:** Monday, July 01, 2013 12:57 PM  
**To:** DRP Community Studies West  
**Subject:** Bike path block-off location

For years, in fact decades, hundreds of residents of all ages have biked from miles around, congregating on the Ballona Creek Bike Path just past the UCLA Marine Aquatic Center, an excellent viewing location for the fireworks. Hundreds if not thousands of cyclists bike to the show. Walked bicycles on the shoulder-to-shoulder Fisherman's Wharf pedestrian crowd are an absolute menace, so the Ballona Creek Path entrance has long been the perfect outlet for hundreds of these cyclists.

Last year, with no warning or announcement, police blocked off the entrance to the bike path much farther back, all the way to where the bike path meets street path, and tried to push people back. But the path from Fiji Way to the bike path was packed with bikers, families, children -- there was nowhere the people in front could go, and the people in back had no idea the entrance was blocked. It was a complete jam. I was in the front area and witnessed a near riot break out with the police officer there. He was aggressive about getting people to retreat, which was physically impossible for the trapped crowd. (I don't think he had any idea how massive the crowd was on the street path behind us.) Through the entire show hundreds of people were trapped on the path between Fiji Way and the bike path, completely out of sight range of the fireworks show, thanks to this officer. It was just rude. Please check last year's police reports for any accounts of this mess.

I am writing to ask you to please a) be aware this year of the tradition and expectations, and b) if at all possible, restore the block off point a hundred yards west of the bike path entrance as it has always been for decades, just past the UCLA Marine Aquatic Center. If not, you need to have an aggressive campaign to advertise the change to people (and explain why, please). There is no good reason to block off this area farther back -- and I'm even wondering if the people who blocked it off were inexperienced and simply didn't know where the line was supposed to be. I strongly expect this was the case, a simple matter of not

knowing.

They were sent to block off the path, and simply didn't know that they could do it at the Aquatic Center line, where they have done it for decades, rather than where the bike path meets the street path. Either way, address this. The friendliest gesture, most useful, most trouble-free (for you as well as cyclists, as well as safety for pedestrians on the Wharf itself) would be simply to assure the traditional protocol. It serves residents all around coming into the Marina.

It's a good thing to do! Thank you for your consideration. Here's the location in question:  
<http://goo.gl/maps/XGgqt>

- B Russ

**From:** [DRP Community Studies West](#)  
**To:** [Gregory Bowman](#)  
**Subject:** RE: \*REMINDER\* Marina del Rey Community Focus Group on Mobility  
**Date:** Monday, July 15, 2013 6:03:00 PM

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Hi Gregory,

All leasing is handled through the Department of Beaches and Harbors. I have been told that you should contact Matt Kot. He can be reached at 310-305-1439.

Kevin Finkel  
Community Studies West Section  
County of Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

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**From:** Gregory Bowman [mailto:bowman93015@yahoo.com]  
**Sent:** Monday, July 15, 2013 5:30 PM  
**To:** DRP Community Studies West  
**Subject:** Re: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

Kevin, Who may you be able to put me in touch with regarding leasing the property where BeniHana was, where Pierview restaurant is, and the lot on the corner of bora bora and via marina. The county must own these parcels and id like to consider leasing. Any direction or person I may be able to talk to about leasing would be great. Thank you and i will try and make the Weds. meeting.

**Gregory Bowman**  
**Bowman Farm and Ranch**  
**310-821-9982**  
**email: [Bowman93015@yahoo.com](mailto:Bowman93015@yahoo.com)**

*"Blessed is the servant who loves his brother as much when he is sick and useless as when he is well and an be of service to him. And blessed is he who loves his brother as well when he is afar off as when he is by his side, and who would say nothing behind his back he might not, in love, say before his face."*

*St. Francis of Assisi*

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From: DRP Community Studies West <[D7@planning.lacounty.gov](mailto:D7@planning.lacounty.gov)>  
To: Gregory Bowman <[bowman93015@yahoo.com](mailto:bowman93015@yahoo.com)>  
Sent: Monday, July 15, 2013 4:51 PM  
Subject: RE: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

Mr. Bowman,

You raise a lot of points related to mobility needs in the Marina that would be useful to bring up during focus group discussions on Wednesday. We hope that you will attend and raise these points in that forum.

Kevin Finkel  
Community Studies West Section  
County of Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

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**From:** Gregory Bowman [<mailto:bowman93015@yahoo.com>]  
**Sent:** Monday, July 15, 2013 4:13 PM  
**To:** DRP Community Studies West  
**Subject:** Re: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

there is no mobility in the marina; the sidewalks are horrible, no mobility for wheelchairs since they are torn up, too narrow, and no proper ADA ramping or flow, there are no bike lanes, there are no public bathrooms for pedestrians and traffic flow on via marina is far too fast and dangerous. IE there are two public bathrooms within two miles; one is out on the beach, and the other is at mothers beach. The county parking lot at the south of Via Marina is OFTEN littered with human feces (almost every day) due to there being no public bathrooms. With the massive apt building going in, UGLY and devoid of landscaping, on via marina, the pedestrian traffic flow will be impeded and traffic problems will only get much worse at Washington. It is transparently clear that the developers paid off city planners for this disgusting eye sore, while Beni Hana sits empty for 10 years; WHY?? right across the street, WHY isnt beni hana been leased, WHY hasnt Pier View been leased and open for business? there are no restaurants in the marina for people to eat or entertain.

Please answer these questions. I would be interested in leasing the beni hana site for a restaurant immediately; I doubt you can find anyone with the county that would allow me too since it competes with CheeseCakeFactory, and Im confident that city planners are getting fat at their locations. Lease me the



building and I will give you an upscale but affordable restaurant that people will enjoy and come to the marina for enjoyment, the same goes with PierView.....theres no reason for it to sit closed for years when there is a need and potential for taking care of residents needs.

Enough with the politics, do what is right. if you dont, you will get ADA lawsuits for years to come, accidents, claims against the county for injuries, and poor revenue bases based on mismanagement of the leases in the Marina,

Prove to me that I am wrong; find me the person who can lease me Beni Hana's site as a working restaurant and then I will be more receptive to their being "planners" for the marina, rather than just tools for certain developers.

Don't be a tool. Prove me wrong.

Thats pretty obvious, and I would appreciate you expressing these concerns.

**Gregory Bowman**  
**Bowman Farm and Ranch**  
**310-821-9982**  
**email: [Bowman93015@yahoo.com](mailto: Bowman93015@yahoo.com)**

*"Blessed is the servant who loves his brother as much when he is sick and useless as when he is well and an be of service to him. And blessed is he who loves his brother as well when he is afar off as when he is by his side, and who would say nothing behind his back he might not, in love, say before his face."*

*St. Francis of Assisi*

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*[bowman93015@yahoo.com](mailto:bowman93015@yahoo.com) and immediately delete all copies of the message.*

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**From:** DRP Community Studies West <[D7@planning.lacounty.gov](mailto:D7@planning.lacounty.gov)>

**To:**

**Sent:** Monday, July 15, 2013 3:42 PM

**Subject:** \*REMINDER\* Marina del Rey Community Focus Group on Mobility

**Marina del Rey Community Focus Group on Mobility**

The County of Los Angeles Department of Regional Planning would like to invite you to participate in a community focus group on mobility in Marina del Rey. Please join us:

Wednesday July 17, 6:00pm-8:00pm

Marina del Rey Hotel

Regatta Room

13534 Bali Way

Marina del Rey, California 90292

The purpose of this meeting is to discuss how to improve mobility in the Marina. We would like to hear about problem areas for autos, bicycles, and pedestrians, about where the transportation system works, and about what might be done to improve mobility. We hope that you will attend!

For more information, contact Gina Natoli or Kevin Finkel of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday Through Thursday from 7:00am to 5:00pm.

Community Studies West Section

Los Angeles Department of Regional Planning <http://planning.lacounty.gov>

213-974-6422

**From:** [Lynne Shapiro](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** RE: \*REMINDER\* Marina del Rey Community Focus Group on Mobility  
**Date:** Monday, July 15, 2013 7:35:17 PM

---

Do you really expect Marina residents to attend meetings Tuesday and Wednesday evenings in the same week? This is very poor scheduling and unfair to all of us  
Who would like to attend both meetings!

---

**From:** DRP Community Studies West [mailto:D7@planning.lacounty.gov]  
**Sent:** Monday, July 15, 2013 4:39 PM  
**To:** Lynne Shapiro  
**Subject:** RE: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

Hi Lynne,

This meeting will be held on Wednesday and will not conflict with the DCB meeting happening Tuesday night. As far as mobility on Via Marina is concerned, this will be a good discussion to have during the focus group discussion.

We hope to see you Wednesday.

Kevin Finkel  
Community Studies West Section  
Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

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**From:** Lynne Shapiro [mailto:liro2323@gmail.com]  
**Sent:** Monday, July 15, 2013 4:10 PM  
**To:** DRP Community Studies West  
**Subject:** RE: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

There is already a Community Meeting on Tuesday night(DCB). Can you please hold this meeting next week? As for as mobility is concerned, how do you expect mobility on Via Marina when more than 1500 new apartments are going up and most will have more than one resident who drives?! Please reply.

Lynne ([liro2323@gmail.com](mailto:liro2323@gmail.com))

---

**From:** DRP Community Studies West [mailto:D7@planning.lacounty.gov]  
**Sent:** Monday, July 15, 2013 3:43 PM  
**Subject:** \*REMINDER\* Marina del Rey Community Focus Group on Mobility

### **Marina del Rey Community Focus Group on Mobility**

The County of Los Angeles Department of Regional Planning would like to invite you to participate in a community focus group on mobility in Marina del Rey. Please join us:  
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Regatta Room  
13534 Bali Way  
Marina del Rey, California 90292

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For more information, contact Gina Natoli or Kevin Finkel of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday Through Thursday from 7:00am to 5:00pm.

Community Studies West Section  
Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

**From:** [Nora Nicosia](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** RE: \*REMINDER\* Marina del Rey Community Focus Group on Mobility  
**Date:** Monday, July 15, 2013 7:32:39 PM

---

After you allowed too many rentals to be built there is no good way to help....It is all a fraud to now ask the community about traffic flow.

What were you planning?????//.....Nora Nicosia

---

**From:** DRP Community Studies West [mailto:D7@planning.lacounty.gov]  
**Sent:** Monday, July 15, 2013 3:43 PM  
**Subject:** \*REMINDER\* Marina del Rey Community Focus Group on Mobility

### **Marina del Rey Community Focus Group on Mobility**

The County of Los Angeles Department of Regional Planning would like to invite you to participate in a community focus group on mobility in Marina del Rey. Please join us:

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For more information, contact Gina Natoli or Kevin Finkel of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday Through Thursday from 7:00am to 5:00pm.

Community Studies West Section

Los Angeles Department of Regional Planning <http://planning.lacounty.gov>

213-974-6422

**From:** [DRP Community Studies West](#)  
**To:** [nanogator@gmail.com](mailto:nanogator@gmail.com)  
**Subject:** RE: Question about Tsunami Evacuation  
**Date:** Wednesday, July 17, 2013 3:37:00 PM

---

Hi Brian,

Yes, you are correct. There is a meeting this evening to discuss mobility in Marina del Rey.

While tsunami run-up is not specifically on the agenda for the meeting this evening, it is something that is addressed in the current Marina del Rey Local Coastal Program (in the Hazards section, here is the link: [http://planning.lacounty.gov/view/marina\\_del\\_rey\\_land\\_use\\_plan/](http://planning.lacounty.gov/view/marina_del_rey_land_use_plan/) ). If you are interested in discussing it, please do not hesitate to contact either myself or Gina Natoli at the phone number below.

Also, since you are unable to attend the meeting this evening, if you are interested in participating virtually we have a website that you can use to contribute your ideas. The site is called Envision Marina del Rey and can be accessed at [www.envisionmdr.com](http://www.envisionmdr.com).

Thank you.

Kevin Finkel  
Community Studies West Section  
Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

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**From:** Brian Pace aka NanoGator [mailto:[nanogator@gmail.com](mailto:nanogator@gmail.com)]  
**Sent:** Wednesday, July 17, 2013 1:27 PM  
**To:** DRP Community Studies West  
**Subject:** Question about Tsunami Evacuation

Hello,

My name is Brian Pace, up until about a month ago I was a resident in Marina del Rey.

I ran across this article:

<http://marinadelrey.patch.com/groups/politics-and-elections/p/input-sought-on-traffic-mobility-issues-in-marina-del-rey>

... and it sounds like there's a meeting to request feedback regarding mobility in MDR. Well, I am unable to attend the meeting, but I did want to pose an important question regarding recent developments on Marquesas and Tahiti Way:

If the apartments on these streets increase their occupancy, how will anybody be able to evacuate in the event of a tsunami? Even if the roads are widened, the Shores Apartments right at the intersection of Marquesas and Via Marina will unload hundreds of tenants into a street that will block off all the evacuees from Marquesas down to Mariner's Village. Is this

being considered in the development plans?

Thank you for your time

Brian Pace

**From:** [Sandra Starr](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** Re: Envision MDR  
**Date:** Wednesday, July 17, 2013 7:56:21 PM

---

Hi Gina,

Thanks for your response. The problem with these meetings and your web survey is that they are so tightly structured that it makes it impossible for you to get a real feeling about what residents of MDR and adjacent communities are really concerned about, i.e. over-development in MDR. The latter, not addressed in any of your outreach programs, affects everything in the Marina including mobility. It is first and foremost, the sine qua non and the elephant in the room. Why not simply ask people about what they would like to see in terms of development in MDR? Are you afraid of what they may say?

All best,

Sandra

On Mon, Jul 1, 2013 at 9:12 AM, DRP Community Studies West  
<[D7@planning.lacounty.gov](mailto:D7@planning.lacounty.gov)> wrote:

Dear Sandra,

Good morning. We did not have the 17 July mobility meeting planned when we met on 1 June. It was input received during the 1 June walking tour/workshop that led us to decide to hold a community-wide meeting focusing on this important topic. There will not be any other public meetings of this kind held for the visioning process. The next community-wide meeting on the visioning will be in late September or early October when we present the draft vision plan to the community.

Our understanding is the community would like to expand recreational uses in Marina del Rey. The visioning process is examining just what this means to the community. We need to know what this means before we can consider proposing any changes to the Marina, so of course our focus is on recreational and visitor-serving uses.

Thank you,

Gina Natoli, MURP, AICP

Supervising Regional Planner



Community Studies West Section

Los Angeles County Dept. of Regional Planning

320 West Temple Street 13<sup>th</sup> Floor

Los Angeles CA 90012-3223

<http://planning.lacounty.gov>

[213-974-6422](tel:213-974-6422)

---

**From:** Sandra Starr [mailto:[starr.sandra@gmail.com](mailto:starr.sandra@gmail.com)]

**Sent:** Friday, June 28, 2013 6:13 PM

**To:** DRP Community Studies West

**Subject:** Envision MDR

Hi Gina,

At the the Envision MDR meeting on June 1, you told me that this would be the last large public meeting prior to your report to the Design Review Board in September, 2013. Now I see that another meeting is planned for July 17. Could you please let me know how many more public meetings of this kind will be held in Marina del Rey? The topics you suggest on your website, including the subject of the July 17 meeting , i.e. "Mobility," are all very tightly structured around recreation in the Marina. Well and good. That is what MDR was intended to be about. And, of course, every square inch of it is public property held in trust by the Los Angeles Board of Supervisors for exactly that purpose. However, many people in MDR and adjacent communities, are equally concerned about the County's ambitious plans to develop, many would say overdevelop, MDR. This is the elephant in the room. It affects the recreational use of MDR in a way that the "envisioning" process doesn't seem to want to recognize. Yet, every project that the County approves affects traffic, air quality, infrastructure and the environmental within the Marina. This, in turn, affects the experience of those using it for recreational purposes, whether they be boaters, tourists or birdwatchers. May I suggest that you schedule a meeting on this subject, preferably in September when people are back from vacation, before you submit your report.

All best,

Sandra Starr, Publisher

<http://mdrsilverstrandnews.wordpress.com/>

**From:** [DRP Community Studies West](#)  
**To:** [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)  
**Subject:** RE: \*REMINDER\* Marina del Rey Community Focus Group on Mobility  
**Date:** Thursday, July 18, 2013 4:58:00 PM

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Hi David,

The roads that provide access to the Marina from the City of Los Angeles are maintained by the County's public works department. As they are the authority in road design and likely have some relationship with the City of Los Angeles, I suggest continuing this conversation with them. I am not sure who the appropriate person is that you should contact, but here is a phone number to start with (626) 458-5100.

I hope this is helpful.

Thank you.

Kevin Finkel  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

---

**From:** dbakerlaw@aol.com [mailto:dbakerlaw@aol.com]  
**Sent:** Thursday, July 18, 2013 2:29 PM  
**To:** DRP Community Studies West  
**Subject:** Re: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

Kevin

I think the request would carry more weight if it came from the County of LA. Any chance you could take this on? Or maybe get Gary to do it? This will require some political pressure.

I don't think Bonin cares what I want, especially since I'm not a constituent, as my office is in MDR and my home is in LB.

DB

-----Original Message-----

From: DRP Community Studies West <[D7@planning.lacounty.gov](mailto:D7@planning.lacounty.gov)>  
To: dbakerlaw <[dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)>  
Sent: Thu, Jul 18, 2013 1:51 pm  
Subject: RE: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

Hi David,

Yes, you are correct. Installing some sort of barrier on Mindanao just east of Lincoln would have to be done by the City of Los Angeles. I would recommend that you make your request with the City Council person that represents that part of the City of Los Angeles. This area is Council District 11 and is represented by Mike Bonin. You can try his Westchester field office at 310-568-8772.

Thank you.

Kevin Finkel  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

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From: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com) [<mailto:dbakerlaw@aol.com>]  
Sent: Thursday, July 18, 2013 11:38 AM  
To: DRP Community Studies West  
Cc: [tony@tonypps.com](mailto:tony@tonypps.com); [murray.lowe@marriott.com](mailto:murray.lowe@marriott.com)  
Subject: Re: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

Kevin

I spoke with Gina recently and told her of one other matter that needs attention. I tried to get this done many years ago without success. Maybe you'll have better luck.

There is a combination Chevron gas station/McDonalds restaurant located on the Northeast corner of Mindanao and Lincoln. Eastbound traffic on Mindanao exiting the Marina will sometimes attempt a left turn into this gas station. This stops all lane #1 Eastbound traffic. When there are pedestrians on the South side of the intersection crossing Lincoln this stops both lanes of traffic for most if not all of the light phase, and backs traffic up onto Admiralty Way.

A simple and cheap way to keep traffic moving would be to install plastic orange pylons or a barrier of some sort on the double yellow lines in the middle of Mindanao just East of Lincoln to prevent Eastbound traffic from turning into the McDonalds/gas station. It is currently legal to make such a left turn, but it shouldn't be, since there is always traffic backed up in the Westbound Mindanao lanes, making such a maneuver next to impossible. There are those who will try to do it anyway, and end up sitting in the # 1 lane of E/B Mindanao with their turn signal on, blocking traffic. The only way to stop this is with a barrier.

It might also be possible to eliminate the crosswalk on the South side of the Mindanao/Lincoln intersection. Since left turns from E/B Mindanao onto N/B Lincoln are not permitted the pedestrian traffic crossing Lincoln would not impede Eastbound traffic (by blocking E/B Mindanao traffic trying to turn S/B Lincoln) if routed to the North side of the intersection. The pedestrians would be slightly inconvenienced, but E/B traffic would move much more smoothly.

I recognize that this would require cooperation from the City of LA, but it's worth a try. They may want something from us some day.

Thanks for your work on this.

DB

-----Original Message-----

From: DRP Community Studies West <[D7@planning.lacounty.gov](mailto:D7@planning.lacounty.gov)>  
To: dbakerlaw <[dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)>  
Sent: Thu, Jul 18, 2013 11:08 am  
Subject: RE: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

Hi David,

Thank you for contributing your idea of a guest dock along the north bulkhead in Basin F. If you have additional ideas that you would like to share with us in the future, please do not hesitate to add them to [www.envisionmdr.com](http://www.envisionmdr.com) or place them in an email addressed to either myself or Gina Natoli.

Thank you.

Kevin Finkel  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

---

From: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com) [<mailto:dbakerlaw@aol.com>]  
Sent: Thursday, July 18, 2013 9:44 AM  
To: DRP Community Studies West  
Cc: [tony@tonypps.com](mailto:tony@tonypps.com); [murray.lowe@marriott.com](mailto:murray.lowe@marriott.com)  
Subject: Re: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

Kevin

I found the website a little cumbersome to use, but I just posted some comments re Mother's Beach and a comment re the possibility of putting a guest dock along the North bulkhead in F Basin in front of the existing office building.

I have discussed this proposal with Santos previously, and he agreed that the area is underutilized and that because it is owned and controlled by the County, this would make a good location for a guest dock which would provide waterside access to Tony P's and the other restaurants along Admiralty Way.

This would be a relatively inexpensive project, as all that is needed is a gate, a ramp, some pilings and a float. The benefit to the boating community would be significant and would presumably generate much needed good will among boaters toward DBH.

I have been informed by County personnel that DBH has a problem with transient vessels squatting in public or vacant private slips. Accordingly, it would be reasonable to prohibit parking on this dock between the hours of 2 and 6 AM to prevent squatters from making it their new home. Enforcement could be accomplished by citations issued by the Sheriff, significant fines for violation, and the impounding of repeat violators' boats, with impound fees assessed in amounts sufficient to account for the cost of the impound process.

The bulkhead is quite long and would accommodate several larger vessels tied to the side of the float, while still leaving adequate maneuvering room for boaters exiting from the slips on the South side of F Basin. Where the basin gets narrower, on the East end, there could be a provision for dinghy parking only.

Please consider this option. If you choose to build it, I suggest that it be called the David P. Baker guest dock.

Best,

David Baker

-----Original Message-----

From: DRP Community Studies West <[D7@planning.lacounty.gov](mailto:D7@planning.lacounty.gov)>  
To: dbakerlaw <[dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)>  
Sent: Thu, Jul 18, 2013 7:57 am

Subject: RE: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

Hi David,

We are sorry to see that you were unable to attend our mobility focus group last night. If you are interested in participating virtually, many of the topics discussed are up on our virtual town hall website. You can access it at the this web address: [www.envisionmdr.com](http://www.envisionmdr.com).

If you have any additional questions, please do not hesitate to contact either myself or Gina Natoli at the phone number below.

Thank you.

Kevin Finkel  
Community Studies West Section  
County of Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

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From: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com) [<mailto:dbakerlaw@aol.com>]  
Sent: Wednesday, July 17, 2013 3:51 PM  
To: DRP Community Studies West  
Subject: Re: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

Dear Sir/Madam

I regret that I will be unable to attend this evening's meeting. If there is something that I can do online or if there will be another meeting, please let me know.

David Baker  
(310)779-8667

-----Original Message-----

From: DRP Community Studies West <[D7@planning.lacounty.gov](mailto:D7@planning.lacounty.gov)>  
Sent: Mon, Jul 15, 2013 3:44 pm  
Subject: \*REMINDER\* Marina del Rey Community Focus Group on Mobility

Marina del Rey Community Focus Group on Mobility  
The County of Los Angeles Department of Regional Planning would like to invite you to participate in a community focus group on mobility in Marina del Rey. Please join us:  
Wednesday July 17, 6:00pm-8:00pm  
Marina del Rey Hotel  
Regatta Room  
13534 Bali Way  
Marina del Rey, California 90292

The purpose of this meeting is to discuss how to improve mobility in the Marina. We would like to hear about problem areas for autos, bicycles, and pedestrians, about where the transportation system works, and about what might be done to improve mobility. We hope that you will attend!

For more information, contact Gina Natoli or Kevin Finkel of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday Through Thursday from 7:00am to 5:00pm.

Community Studies West Section  
Los Angeles Department of Regional Planning <http://planning.lacounty.gov>  
213-974-6422

**From:** [Sandra Starr](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** Envision Marina del Rey  
**Date:** Saturday, July 20, 2013 9:41:27 PM

---

Hi Gina,

Please let me know the when and where of the final meeting in September will be so that I can inform my readers?

Could you also let me know the cost of this outreach program?

Many thanks,

Sandra Starr

[mdrsilverstrandnews.wordpress.com](http://mdrsilverstrandnews.wordpress.com)

**From:** [marlyn.gibson](#)  
**To:** [DRP Community Studies West](#)  
**Subject:** Mariner article  
**Date:** Tuesday, July 30, 2013 12:01:45 PM

---

Gina and Kevin

I have to say that article was such crap. If, in fact, it's up to you as to what developer gets what, you have made gross mistakes. The whole marina is in turmoil but it hasn't even started yet. Wait until those ugly apartment buildings on Via Marina are half full and see the turmoil of people trying to get out onto via marina to get to and from work. This is so huge an error in judgement. Makes one think one may get their palms crossed with silver. There are already too many high buildings that block the winds to say nothing of the traffic jams the overcrowding is causing.

You are so full of it. You have done NOTHING of any value to this marina but make it a hard place to live anymore. Shame on your self importance and ignorance. You surely don't live in the marina.

Mr. and Mrs. Bruce Gibson

Marina Del Rey residents since 1969

**From:** [DRP Community Studies West Area Section](#)  
**To:** [Karen Joffe](#)  
**Subject:** RE: RE: RE: RE: Marina Del Rey development  
**Date:** Wednesday, October 09, 2013 12:22:00 PM

---

No problem. If you have any additional ideas for the future of the Marina, please do not hesitate to let us know.

Kevin Finkel, AICP  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

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**From:** Karen Joffe [mailto:karen@joffes.com]  
**Sent:** Wednesday, October 09, 2013 11:40 AM  
**To:** DRP Community Studies West Area Section  
**Subject:** RE: RE: RE: RE: Marina Del Rey development

Thanks again Kevin. The download was taking forever, so I cancelled out, but will get to it later. Not that it will make a difference, since Shores is a done deal and other projects are soon to follow; but, at least I can figure out if I've missed any indication of traffic relief and attention to disaster planning. I appreciate your follow up. Karen

----- Original Message ----- On 10/9/2013 3:03 PM DRP Community Studies West Area Section wrote:

Hi Karen,

Documents related to the Shores project can be found online at the following link:

[http://planning.lacounty.gov/case/view/project\\_no\\_r2005\\_00234\\_4\\_coastal\\_development\\_permit\\_2005\\_00002\\_parking\\_perm/](http://planning.lacounty.gov/case/view/project_no_r2005_00234_4_coastal_development_permit_2005_00002_parking_perm/)

Kevin Finkel, AICP  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

-

**From:** Karen Joffe [mailto:karen@joffes.com]  
**Sent:** Tuesday, October 08, 2013 3:30 PM  
**To:** DRP Community Studies West Area Section  
**Subject:** RE: RE: RE: RE: Marina Del Rey development

-

Thanks Kevin,

I'd like to see the earthquake safety considerations in the study. I've only heard about the plan to add a couple of new turns off of existing roads, which seems inadequate. Can you send me a link or direct me to where I can find information on how earthquake safety issues were addressed in the traffic study?

Respectfully, Karen

----- Original Message ----- On 10/8/2013 2:05 PM DRP Community Studies West Area Section wrote:

Hi Karen,

-



Almost all development projects in the Marina are required to conduct a traffic study to identify potential impacts prior to project approval/denial. The timing for each of these traffic studies is based on where a particular project is in its conceptual phase. The visioning process will not be changing this requirement; instead, the visioning process is designed to find out more generally what the community wants for the Marina and where.

-  
Kevin Finkel, AICP

Community Studies West Section

County of Los Angeles Department of Regional Planning

<http://planning.lacounty.gov>

213-974-6422

-  
**From:** Karen Joffe [<mailto:karen@joffes.com>]  
**Sent:** Monday, October 07, 2013 10:47 PM  
**To:** DRP Community Studies West Area Section  
**Subject:** RE: RE: Marina Del Rey development

-  
Thank you Kevin. Will traffic studies be revisited; and, if so, when? Regards, Karen

----- Original Message ----- On 10/7/2013 3:33 PM DRP Community Studies West Area Section wrote:

Hi Karen,

-  
I want to confirm that we received your email. We appreciate that you took the time to identify some concerns you have within the Marina. if you have any others, please do not hesitate to contact us.

-  
Thank you.

-  
Kevin Finkel, AICP

Community Studies West Section

County of Los Angeles Department of Regional Planning

<http://planning.lacounty.gov>

213-974-6422

-  
**From:** Karen Joffe [<mailto:karen@joffes.com>]  
**Sent:** Saturday, October 05, 2013 2:28 PM  
**To:** DRP Community Studies West Area Section  
**Subject:** Marina Del Rey development

-  
Hello Kevin,

Thank you for taking my call last week regarding Marina Del Rey development.

My husband and I are condo owners within the Silver Strand, at 311 Bora Bora Way in MDR. i am writing to express my concern regarding development in MDR. We are part-time residents, who visit monthly. With each visit, since construction

of Shores began, I have seen alarming evidence of shortcomings with the approved development plans that have raised my concerns about: 1) safety; and 2) lax aesthetic and architectural standards.

My primary concern is safety related to traffic congestion. Since the onset of sewer line upgrading and construction-related road narrowing, traffic along Admiralty, Washington and Via Marina has congested on too many occasions.

With the occupancy of the additional 342 apartment units (beyond the original 202 units) in the Shores compound, road congestion will become a permanent problem. MDR is a seismic area, tsunami warning signs are posted throughout our neighborhood. This congestion foreshadows what to expect when there is an earthquake or other disaster and Strand residents need to evacuate.

Compounding this problem, according to what I have read, there are many more developments slated for this modernization of MDR, developments that will vastly increase the number of residents, visitors and businesses in The Marina without increasing the capacity of the access/egress roads.

This is a public safety nightmare waiting to happen.

My secondary concern is rooted in my personal aesthetic standards. I hoped, as I saw the tear-down and development of the Shores compound, that something beautiful would arise to replace the old, tired-looking apartment buildings. Instead, a fortress of buildings in garish shades of red, white and blue have gone up, creating a wall of ugliness at the entrance to the Silver Strand.

The Shores "modernization" does not welcome the public to The Silver Strand or invite residents to enjoy the shoreline and marina. The Shores promotional media speak of a "coastal vibe" and yet the buildings wall residents off from the shoreline and the marina. Their "Sky Terrace," promoted as "one of their coolest amenities," is an elevator to the top rooftop park that offers a view of the marina in the distance and what appears to be a helipad in the foreground. It is not an amenity that takes advantage of MDR's shoreline. The Shores is an apartment complex that could be anywhere...it would be right at home alongside an Orange County freeway...that bears no architectural relevance to MDR.

Regardless of my personal aesthetic issues with the new MDR, public safety issues can not be ignored. Before any further construction, planners must address public safety issues related to MDR road congestion.

Sincerely,

Karen Joffe

-

**From:** [DRP Community Studies West Area Section](#)  
**To:** [Jessica Kurland](#)  
**Subject:** RE: Admiralty Way  
**Date:** Wednesday, October 16, 2013 8:55:00 AM

---

Hi Jessica,

The median construction project along Admiralty Way is being managed by the Department of Public Works. Please direct your comments and concerns to the following person:

Community Outreach

Pamela Manning

Business Relations

Los Angeles County Dept. of Public Works

Office: (626) 458-7131

Mobile: (626) 390-2874

[pmanning@dpw.lacounty.gov](mailto:pmanning@dpw.lacounty.gov)

Also, unfortunately, the paved triangle between Lincoln Boulevard and the entrance to Hwy 90 is located within the City of Los Angeles and is not within the jurisdiction of the County.

If you have any follow-up questions, please do not hesitate to contact me.

Thank you.

Kevin Finkel, AICP  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

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**From:** Jessica Kurland [mailto:[jjsk7@hotmail.com](mailto:jjsk7@hotmail.com)]  
**Sent:** Thursday, October 10, 2013 5:47 PM  
**To:** DRP Community Studies West Area Section  
**Subject:** Admiralty Way  
**Importance:** High

To Whom It May Concern:

Please keep live vegetation in the medians of Admiralty. Please do not simply pave over median or place pavers.

Admiralty used to be a lovely street. It is the primary street in Marina del Rey, and should be

treated as such.

If limited landscape is desired, please drive along Stocker St. between La Brea & Crenshaw in Los Angeles. They did wonderful job was done with the relatively new median. Also refer to attached photos, though you should also drive it to experience the pleasure compared to the medians on Admiralty which were fully paved over.

Also, the paved triangle between Lincoln Blvd and entrance to Hwy 90 is nothing short of awful and unexcusable. Even Cities & Counties without money do better with their limited public areas.

Sincerely,  
J. Kurland  
Marina Resident since 1996

**From:** [pm2pt5@gmail.com](mailto:pm2pt5@gmail.com)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Marina Del Rey Visioning  
**Date:** Thursday, January 09, 2014 2:18:41 PM

---

Dear Ms. Natali,

I understood from reports of the December 13th meeting that the next step in the MDR visioning process would be a report to be released fairly soon. Is there an email notification sign up to receive notifications of the report availability and public meetings related to the MDR visioning process / development planning? Alternatively, which is the most reliable website for finding this information?

Although I understand the visioning process has been ongoing for at least six months, I have to say that no one I have spoken to has even been aware of the process to-date even though their lives and properties may be significantly affected by MDR development. I myself only recently stumbled onto the MDR visioning website. I was wondering whether there was/will be any direct mailing to residents or condo associations in close proximity to MDR lots?

Thanks and regards,

Peter McClintock

**From:** [Stevens, Matt](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Checking in RE: MdR  
**Date:** Tuesday, January 14, 2014 12:56:52 PM

---

Hi all,

Hope you had a nice holiday. Just wanted to check in and see if you know when the county plans to release it's visioning plan. Editors have been so slogged and the paper so full, we haven't had a chance to run our MdR story, and I may need to adjust parts of the story if the vision plan is coming out within the next week or so. Either way, when the plan becomes available, I hope you'll pass it along.

Best,

--Matt

---

**Matt Stevens**

Reporter, Los Angeles Times  
Matthew.Stevens@latimes.com  
[Twitter.com/MattStevensLAT](https://twitter.com/MattStevensLAT)

O: 213-237-5127

C: 213-271-5706

**From:** [Marino Nancy](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Marina del Rey Visioning  
**Date:** Thursday, January 30, 2014 2:26:49 AM

---

I understood from DRP's presentation to the October 30, 2013 joint meeting of the DCB and SCHC that the summary report of the Visioning Process results is already underway.

As of today, January 30, 2014, all of the links to the MindMixer Survey from the DRP Visioning webpages and the DBH homepage are active; the MindMixer project appears to be active as well.

What are the effective dates of the MindMixer survey/townhall? Specifically, what is the latest date for a participant's input to be included in the Visioning Report?

I have searched everywhere for this information: There are no dates on any of the sites I mentioned. Even your Visioning "Events" tab fails to disclose the full date, i.e., the year is missing from all posted events. All mentions of the Visioning Process (save for a 2009 copyright at the bottom of the Visioning homepage) are undated and refer to the project as "about to begin" or "over the next several months." In the interest of full disclosure, the effective dates of a project, particularly the deadline for *meaningful* public participation, must be included in your communications to the public.

If ongoing MindMixer responses are still being accepted for inclusion in the Visioning Report, please advise what that deadline is for inclusion in the Visioning Report. If MindMixer responses are still being accepted but will not be included in the Visioning Report, then you must disclose this on the homepage of the MindMixer project, as well as on the DRP Visioning webpages and the DBH homepage and (undated) news release that offer active links to the MindMixer site.

Thank you in advance for your time, and I hope your response will fully address my concerns,  
Nancy Marino

**From:** [Lynne Shapiro](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** RE: Community Open House to View Proposed Vision for a Future Marina del Rey  
**Date:** Monday, February 03, 2014 5:56:09 PM

---

How are you going to counter the fake traffic studies? With three huge new apartment buildings housing about 1000 people each plus all the condos, homes and rentals....we are really concerned about Via Marina traffic. We are also concerned about the years of construction, noise and pollution just from construction of a hotel in our residential neighborhood. WHY do you support another hotel in an area that is 100% residential, with high rents and property taxes being paid by our residents? Also the noise and lights at night close to our residents' windows. It is so unfair and so unnecessary....there are already 7 hotels (one projected for Fisherman's Village).

[lir2323@gmail.com](mailto:lir2323@gmail.com)

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**From:** DRP Community Studies West Area Section [mailto:commstudieswest@planning.lacounty.gov]  
**Sent:** Monday, February 03, 2014 4:25 PM  
**Subject:** Community Open House to View Proposed Vision for a Future Marina del Rey

### **Community Open House to View Proposed Vision for a Future Marina del Rey**

The County of Los Angeles Department of Regional Planning would like to invite you to attend an open house to view the proposed vision for a future Marina del Rey. Please join us for either of the following:

Saturday February 15, 2014, 10:00am-12:00pm or Tuesday February 18, 2014, 6:00pm-8:00pm  
Burton W. Chace Park Community Room  
13650 Mindanao Way  
Marina del Rey, CA 90292

The purpose of this meeting is to showcase the proposed vision for a future Marina del Rey. Please come by anytime during the times noted above and tell us what you think. We hope you will attend! If you are unable to attend these events, the visioning document will be available online the week of February 10, 2014 at <http://planning.lacounty.gov/marina>.

For more information, contact Gina Natoli or Kevin Finkel of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday through Thursday from 7:00am to 5:00pm.

Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422



**From:** [Jon Nahhas](#)  
**To:** [DRP Community Studies West Area Section](#); [Gina Natoli](#); [Kevin Finkel](#)  
**Subject:** RE: Community Open House to View Proposed Vision for a Future Marina del Rey  
**Date:** Tuesday, February 04, 2014 1:29:25 PM  
**Attachments:** [image003.png](#)

---

Gina,

Thank you for the notice on the visioning document for the Marina. We look forward to the County's interpretation of what the Vision of our public recreational lands in Marina del Rey should look like.

Would you please provide a list of the recipients for this email invite for the "Community Open House" and any other residents or groups that have been invited to this event by other means (i.e. phone calls, group announcements, other mailings, etc.)?

Thanks,

Jon Nahhas



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**From:** DRP Community Studies West Area Section [mailto:commstudieswest@planning.lacounty.gov]  
**Sent:** Monday, February 3, 2014 4:25 PM  
**Subject:** Community Open House to View Proposed Vision for a Future Marina del Rey

### **Community Open House to View Proposed Vision for a Future Marina del Rey**

The County of Los Angeles Department of Regional Planning would like to invite you to attend an open house to view the proposed vision for a future Marina del Rey. Please join us for either of the following:

Saturday February 15, 2014, 10:00am-12:00pm or Tuesday February 18, 2014, 6:00pm-8:00pm  
Burton W. Chace Park Community Room  
13650 Mindanao Way  
Marina del Rey, CA 90292

The purpose of this meeting is to showcase the proposed vision for a future Marina del Rey. Please come by anytime during the times noted above and tell us what you think. We hope you will attend! If you are unable to attend these events, the visioning document will be available online the week of February 10, 2014 at <http://planning.lacounty.gov/marina>.

For more information, contact Gina Natoli or Kevin Finkel of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday through Thursday from 7:00am to 5:00pm.

Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>

213-974-6422

**From:** [Sandra Starr](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Visioning Document: Community Open House Feb 15 and 18, 2014  
**Date:** Monday, February 10, 2014 9:48:52 AM

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When and where will this document appear on line. You said the week of Feb 10, but I don't find it.

Will there be any interaction between the public and the DRP or way of commenting on the document at the meeting or elsewhere?

Thanks,

Sandra Starr  
Silver Strand News

**From:** [Betsy Barker](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Marina del Rey Visioning suggestion  
**Date:** Wednesday, February 12, 2014 9:15:16 AM

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[http://gcn.com/Articles/2014/01/30/IDC-smart-cities.aspx?s=BIGDATA\\_120214&admngarea=TC\\_BigData&Page=1](http://gcn.com/Articles/2014/01/30/IDC-smart-cities.aspx?s=BIGDATA_120214&admngarea=TC_BigData&Page=1)

If we're going to be updating the infrastructure in Marina del Rey, perhaps we could put in these sensors at the same time. That way we would have real data about traffic.

Thank you,

Betsy Barker, Application Developer II  
Administrative Services Division  
County of Los Angeles  
Department of Beaches and Harbors  
13837 Fiji Way  
Marina del Rey, CA 90292  
Office:310.305.9510  
Email:jbarker@bh.lacounty.gov



[Web](#) | [Facebook](#) | [Twitter](#)

**From:** [Kevin Finkel](#)  
**To:** [walter@brauncom.ch](mailto:walter@brauncom.ch)  
**Subject:** RE: Visioning Marina del Rey  
**Date:** Tuesday, February 18, 2014 9:21:00 AM

---

Hi Walter,

I very much appreciate you bringing your concerns regarding traffic and safety along Via Marina to my attention. This is an issue that I have heard from a number of people and is something that we will look into.

Thank you for taking the time to write this topic into an email. If you have any other concerns, do not hesitate to contact me.

Thank you.

---

Kevin Finkel, AICP  
Department of Regional Planning  
213-974-6422

-----Original Message-----

From: Walter Braun [<mailto:walter@brauncom.ch>]  
Sent: Tuesday, February 18, 2014 9:03 AM  
To: Kevin Finkel  
Subject: Visioning Marina del Rey

Kevin

I was at the open house on Saturday and you encouraged me to send you any additional thoughts I had about the visioning project.

My main concern is the Residential District, in particular Via Marina. Right now, it is a race track, a hazard for pedestrians, and a major source of noise. To make it suitable for this neighborhood the speed limit needs to be reduced to 25 mph (the speed limit for residential neighborhood according to the DMV handbook), the number of lanes must be reduced to one per direction, there must be sidewalks on both sides of the street, and marked crosswalks.

In addition, there are two streets from which it is currently illegal to enter or cross Via Marina: Tahiti Way and Bora Bora Way. This encourages speeding, in my opinion, since it gives the drivers the illusion that they don't have to expect any obstacles to suddenly appear. The losers are the pedestrians. So, the two streets should be changed into two-way streets as part of the project.

Walter Braun

**From:** [Napolitano, Steve](#)  
**To:** [Moore, Julie](#); [Gina Natoli](#)  
**Subject:** Fw: Government Taking  
**Date:** Tuesday, February 18, 2014 4:27:36 PM  
**Attachments:** [image004.png](#)  
[marina\\_visioning-1.pdf](#)

---

Sent from my BlackBerry 10 smartphone.

From: Jon Nahhas  
Sent: Tuesday, February 18, 2014 4:11 PM  
To: [lamariner@gmail.com](mailto:lamariner@gmail.com)  
Subject: FW: Government Taking

Marina del Rey is a recreational facility. The MdR Visioning Statement created by the County (DRP) continues to morph this wonderful County asset that was originally created for the citizens of Los Angeles. While only a significantly small number of County residents were invited to participate in the future of the public lands, it is quite clear the little representation we had was not heard.

For the County to take the public lands and divide them up to a residential area, a commercial area, and a "Boater's Way" is a prime example of legal theories that have been bouncing through several lawsuits in Marina del Rey otherwise known as a "government taking."  
<https://www.dropbox.com/s/pye1zb8rq44z096/ChangeOfIntentInMDR.mp4>

The Visioning Plan demonstrates the push to continue the war on recreation in the harbor and use waterfront areas as commercial and residential zones for a significant few. The County is legally bound by the mandates set forth by the Rivers & Harbors Act and the revenue bond that the taxpayers voted for (FOR A RECREATIONAL FACILITY).

[cid:image002.jpg@01CF2CC3.A4E06D10]  
Jon Nahhas  
[cid:image004.png@01CF2CC3.A4E06D10]

The MdR Visioning Statement is being showcased tonight in Burton Chace Park, but the public will not be allowed to speak on this contentious document.

**From:** [eryn ferdman](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** MDR restructuring  
**Date:** Thursday, February 20, 2014 11:43:52 AM

---

To whom it may concern, I am very sad to hear that the Marina is being "torn apart." The reason I live here is because of the beauty and solitude. I like that there aren't commercial businesses in the area and all residential. I love walking/running at the channel, which already gets enough people and traffic from within and outside of MDR.

I live in Mariner's Village and am disgusted to hear how that development will be torn apart, by taking out the pool and putting in retail stores. Who wants that? I also hear trees will be cut down and the complex will be open to the public, including the private channel. I live there for the quietness and the trees. I am so disappointed that someone thinks putting in retail space in the middle of the complex is a good idea.

It is very clear that this entire redevelopment project is all about bringing money in the Marina. This will also entail, money being "given" to various people/departments to make things happen.

I also want to mention the unnecessary hotel that is going to be built on Via Marina. I live on Via Marina and already it is so loud and so much traffic that I feel I live on the 405. Not to mention the traffic and Never Ending construction on Admiralty Way.

I, as many other residents that live in Marina Del Rey are very unhappy about this redevelopment project and plan on moving back to Santa Monica once this begins. Please note, I came to the Marina from Santa Monica because of its quiet, community, tree-bearing feel and now I am being forced out.

I hope this project is reconsidered and the residents of the Marina are heard.

Sincerely, Eryn Ferdman, Marina Del Rey

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**From:** [DRP Community Studies West Area Section](#)  
**To:** [Roger Marshall](#)  
**Subject:** RE:  
**Date:** Thursday, February 20, 2014 2:49:00 PM

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Hi Roger,

Thank you for sending us your ideas about developing additional park space, and in particular, open space appropriate for pets. We will take these ideas into consideration as we move through our Marina del Rey visioning process.

If you have any additional ideas, please let us know.

Thank you.

Kevin Finkel, AICP  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

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**From:** Roger Marshall [mailto:marshalledits@yahoo.com]  
**Sent:** Monday, February 17, 2014 12:46 AM  
**To:** DRP Community Studies West Area Section  
**Subject:**

To whom it may concern;

With the recent surge of new apartment complexes, and hotels, congestion in Marina Del Rey is at a fever pitch, both in vehicle count, and in foot traffic.

I have lived in the area for a number of years, and have witnessed the growth, and it is becoming more and more apparent that there seems to be one very important component missing to the current contraction and/or improvements. The need for outdoor areas/parks designed specifically with pet use in mind. This has been a problem for a number of years now, and with increased pet population, the lack out outdoor areas to accommodate their needs is becoming even more evident. This is an issue that really needs to be addressed.

Currently the only park available in Marina Del Rey is Chase park, and it is not really meant for pet use, nor is it accessible to those residents living west of the marina near the Silver Strand area. As a result residents with pets are forced to walk along busy streets, while their pets do their business in any available planter, yard, or even the sidewalk if there is no other choice. It goes without saying that there is a health/sanitation, and safety issue directly linked to this dilemma.

It is for this reason that I would like to propose the following list of locations for possible consideration to remedy this problem. If these sites are not available



perhaps this letter will serve as a catalyst to opening dialogue directed specifically at this issue.

1. There is a vacant lot located at the corner of Tahiti Way and Via Marina that would be an ideal location, and would be large enough to accommodate not only pet use, but be a great social/recreation area as well. Currently it is fenced off and hasn't been used for years. If not already owned by the city, perhaps it could be acquired, and consideration could be given.
2. The Ballona Creek perimeter at Via Dolce could be modified. The impact to wildlife would be temporary at best. It would not only serve as a destination for pet use, but would also serve as a great viewing area to the reserve. The current walking trail could be extended, and the park area could be outfitted with benches etc.
3. Another area that would be an ideal location is at the corner of Via Dolce and Dell ave. Currently it is being used by the city?, an odd place to begin with to store supplies, and/or city vehicles. This lot could easily be modified and designated as a small fenced in pet park that would be safe for pets to run, play etc.

Please see attached files.

Thank you for your time and consideration.

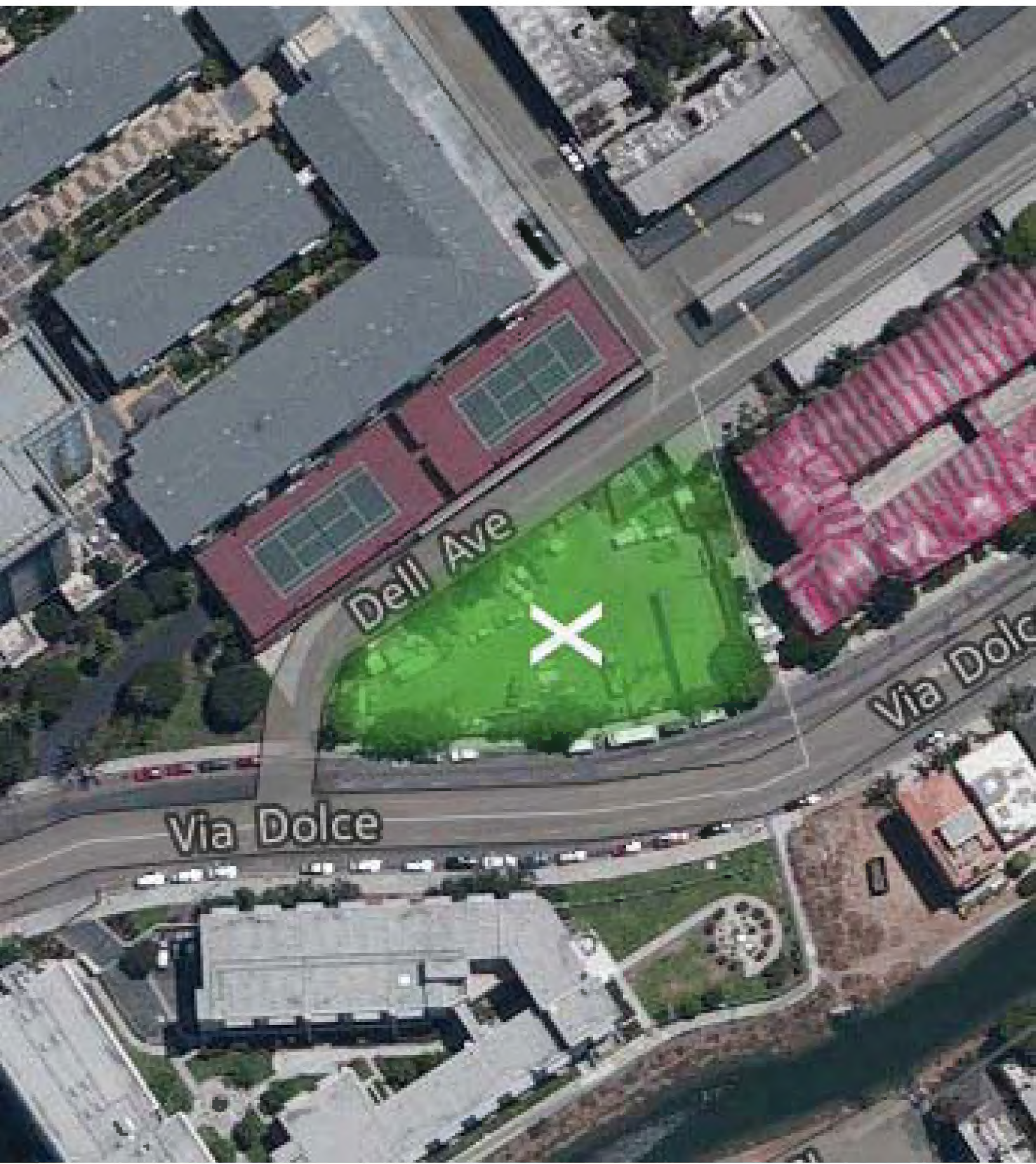
Sincerely,

Roger Marshall









Dell Ave

Via Dolce

Via Dolce

**From:** Gina Natoli  
**To:** ["Steven Cho"](#)  
**Cc:** [Barry Fisher](#); [Christopher King](#); [Shelley Taniguchi](#); [Liz Greenberger](#); [Dave Lumian](#); [Michael Tripp](#); [Kevin Finkel](#)  
**Subject:** RE: Comments for Visioning relating to Marina Beach  
**Date:** Monday, February 24, 2014 12:55:00 PM

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Good afternoon, Steven. Thanks so much for the email. Let me respond briefly to both of your comments.

1. I agree that a clear statement in support of specific amenities to enhance would be helpful. As a kayaker, I appreciate and understand the need for parking, bathrooms, rinse areas and storage. Just this past weekend I visited a private facility with an okay rinse area and bathrooms, but parking is inconvenient and they have no storage capacity. We will add wording to the Visioning Statement that calls for the enhancement of support infrastructure for low-cost recreational boating in the Marina including, but not limited to, parking, bathrooms, rinse areas and storage.

In my experience over the past several years, both Regional Planning and Beaches & Harbors absolutely consider recreational boaters as important partners in bringing people to MdR and providing access to affordable recreational boating options. I think some of our recent actions with respect to projects that might negatively impact recreational boating/non-motorized boating demonstrate the importance we place on maintaining and accommodating low-cost recreational boating.

2. Your explanation of Marina Beach use zones and the enhanced aerial are well done, and reflect our understanding of how the Beach currently works. During the visioning process a couple of non-motorized boaters suggested that we remove the playground area at the southern end of the Beach to expand non-motorized boating facilities. We didn't incorporate that suggestion into the Visioning Statement because we recognized that we couldn't do away with the playground area, that we have other constituencies to accommodate at the Beach. We can add wording to the Visioning Statement that will recognize the different uses at Marina Beach and the importance of amenities and infrastructure that support the uses.

It was great seeing you at the open house on the 18<sup>th</sup>, Steven. I always appreciate your input! Feel free to give me a call if you have any questions.

Thank you,

Gina M. Natoli, MURP, AICP  
Supervising Regional Planner  
Community Studies West Section  
Los Angeles County Dept. of Regional Planning  
320 West Temple Street 13<sup>th</sup> Floor  
Los Angeles CA 90012-3223  
<http://planning.lacounty.gov>

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**From:** Steven Cho [mailto:steven@choarchitecture.com]  
**Sent:** Thursday, February 20, 2014 10:13 PM  
**To:** Gina Natoli  
**Cc:** Barry Fisher; Christopher King; Shelley Taniguchi; Liz Greenberger; Dave Lumian  
**Subject:** Comments for Visioning relating to Marina Beach

Gina,

Here are 2 comments I'd like registered for the Visioning Document. It relates to Marina Beach.

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1. The Visioning Document correctly states the primacy of Marina Beach as a recreational boating access point in Marina del Rey and Los Angeles County. For purposes of giving future decision makers direction (which is ultimately the purpose of planning), there needs to be a specific statement that the infrastructure of Marina Beach should be enhanced, expanded, and at a minimum protected including but not limited to: PARKING, bathrooms, rinse areas, and storage. Recreational boating organizations should be supported and looked through the lens of being partners in the mission of increasing public access to recreational boating, shared with the County as well as the Coastal Commission.  
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2. Marina Beach needs to be analyzed in a more granular planning level. The beach is large and has different zones. In the past, the inability of planners to recognize these zones has led to poor methodology in studies, and allowed potential developers to manipulate data that could've had disastrous consequences for the beach. It is important that planners understand how the beach is actually used and not simply from a satellite map of the beach.

Specifically, the crescent shaped Marina beach has 3 distinct zones:

Zone 1 is the northern section along Palawan and the PRIMARY access and loading point for most recreational boaters and groups. It has the only bathroom and rinse facilities of the beach, and the parking lot across Palawan is critical (Lot NR) for this access. This is also where the boat storage on the beach and on racks is located. Boating in this area includes outrigger canoes, rowing shells, kayaks, paddleboards, and sailboats. Groups include MDR Outrigger Canoe Club, LA Rowing Club, RowLA, Kayaks4Kids, Venice Boys and Girls Club,

Zone 2 is the central section. This area has the grilles and covered picnic benches, This area is popular for beach parties and the proximity to Parking Lot IR also makes this a secondary access point- mostly SUP's (standup paddleboards). There are SUP rentals out of Jamaica Bay Inn.

Zone 3 is the area furthest south (fronting Cheesecake Factory). The children's play area is here as well as the volleyball nets. There is some increasing boating access here- again mostly SUP's. The lifeguard tower is in this area, and swimmers are in this area also. Parking Lot GR serves this area.

It needs to be reiterated how important it is to have a proper understanding of the zones on the beach. Any study that lumps the whole beach together may place an activity node in the wrong area, or may risk a parking lot that serves a specific zone.  
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I understand that the Vision Document is a broad brush effort, but critical areas should have some additional attention. Feel free to reply with any questions or comments. Thanks Gina.

Regards,  
Steven Cho  
310-989-2312



**From:** [DRP Community Studies West Area Section](#)  
**To:** [Alicia Kunz](#)  
**Subject:** RE: Envision Marina del Rey Reward  
**Date:** Tuesday, February 25, 2014 5:46:00 PM

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Hi Alicia,

Great, I am glad you received the tickets, I hope you enjoy them. Thank you again for your participation.

I'm sorry to hear that you were unable to attend our open houses last week. The entire Marina del Rey Visioning Statement and the PowerPoint presentation given at the open houses are available online at <http://planning.lacounty.gov/marina>. If you have any questions about the materials please let us know.

Thank you for conveying to us the concerns you have heard regarding the boat launch ramp. I want to assure you that we considered those concerns before proposing the move of the boat launch ramp. I would also like to clarify that where the ramp would be relocated to would not result in boats launching directly into the main channel but into Basin H.

As part of our outreach process, we heard from a number of people that it is difficult for those not familiar with the Marina to find many of the destinations in the Marina (launch ramp, Marina "Mother's" Beach, library, waterside shopping center, etc.). In the Visioning Statement, we propose improving directional signage throughout the Marina to improve people's ability to find and get to their intended destinations in the Marina quickly and directly. Should the boat launch ramp be relocated, we would absolutely incorporate its new location into any signs to ensure ease of finding the facility.

If you have any other comments, concerns, or ideas, please do not hesitate to let us know.

Thank you.

Kevin Finkel, AICP  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

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**From:** Alicia Kunz [mailto:[AKunz@essexpropertytrust.com](mailto:AKunz@essexpropertytrust.com)]  
**Sent:** Tuesday, February 25, 2014 9:44 AM  
**To:** DRP Community Studies West Area Section  
**Subject:** RE: Envision Marina del Rey Reward

Hi Kevin,

I got the tickets, thank you.

I was unable to attend the presentation, and have now received a lot of feedback from our boaters and marina residents. This whole situation with the public launch ramp being moved is an extremely contentious subject. That idea was put forward years ago once before, and there was a huge backlash. The biggest issues with moving the launch ramp to the Main Channel: the wind and currents on the Main Channel plus less-experienced boaters do not mix well. The possibility and likelihood of accidents would increase significantly. Also, it was frequently discussed in the Visioning Process that people in other areas are not familiar with the marina. If they are bringing a trailered boat into the marina, having to go further to the Main Channel to drop it in would be even less visible and convenient, and turning a trailer around at the end of a peninsula is no easy feat.

Just a few thoughts, I'm sure you heard similar things regarding the launch ramp idea.

Thank you,

---

**Alicia Kunz | Essex Property Trust, Inc. | Marina Manager | Marina City Marina**

4333 Admiralty Way, Suite 10 Marina del Rey, CA 90292

☎ 310.823.3032 | ✉ [akunz@essexpropertytrust.com](mailto:akunz@essexpropertytrust.com)

**Creating the Communities People Call Home**

**Visit Our Website:** [www.marinaatmarinacityclub.com/](http://www.marinaatmarinacityclub.com/)

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**From:** DRP Community Studies West Area Section [<mailto:D12804e@planning.lacounty.gov>]

**Sent:** Monday, February 24, 2014 7:01 AM

**To:** Alicia Kunz

**Subject:** RE: Envision Marina del Rey Reward

Hi Alicia,

The tickets have been sent. If you have not yet already received them, they should arrive shortly. Please be on the lookout for a FedEx delivery.

Thank you again for your participation on the Envision Marina del Rey website.

Best,

Kevin Finkel, AICP

Community Studies West Section

County of Los Angeles Department of Regional Planning

<http://planning.lacounty.gov>

213-974-6422

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**From:** Alicia Kunz [<mailto:AKunz@essexpropertytrust.com>]

**Sent:** Wednesday, February 19, 2014 5:05 PM

**To:** DRP Community Studies West Area Section

**Subject:** RE: Envision Marina del Rey Reward

Hi Kevin,

Great, thank you, I love that place. Can you email them? Otherwise, just send to my work address below.

How was the presentation the other night, I missed it?

Best Regards,

---

**Alicia Kunz | Marina Manager | Essex Property Trust, Inc. | Marina City Marina**  
4333 Admiralty Way, Suite 10 Marina del Rey, CA 90292  
Phone 310.823.3032 | Fax 310.823.6604 | Email [akunz@essexpropertytrust.com](mailto:akunz@essexpropertytrust.com)  
**Creating the Communities People Call Home**  
**Visit Our Website:** [www.marinaatmarinacityclub.com/](http://www.marinaatmarinacityclub.com/)

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**From:** DRP Community Studies West Area Section [<mailto:D12804e@planning.lacounty.gov>]  
**Sent:** Wednesday, February 19, 2014 4:38 PM  
**To:** Alicia Kunz  
**Subject:** Envision Marina del Rey Reward

Hi Alicia,

Congratulations on claiming your Natural History Museum! We are in the process of getting your reward together and will let you know as soon as it's ready. What is the best way to get the tickets to you?

I want to thank you for your participation on our MindMixer website and we hope that you enjoy the Natural History Museum!

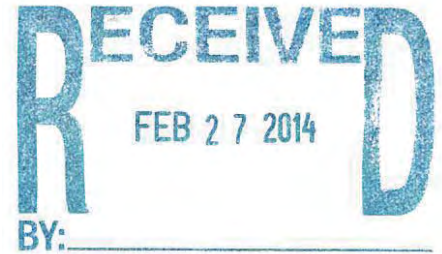
If you have any questions, please do not hesitate to contact me.

Kevin Finkel, AICP  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422



THE ART OF CALIFORNIA LIVING

Ms. Gina Natoli, Section Head  
Community Studies – West Area  
Department of Regional Planning  
320 West Temple Street  
Los Angeles, CA 90012



**Re: Marina Del Rey Visioning**

Dear Ms. Natoli,

We are 820 families living in the Azzurra, Cove and Regatta condominiums directly abutting Yvonne B. Burke Park. Despite our proximity, we understand that we were not contacted to participate in the Visioning process because we lie just outside the Marina boundary. Consequently, we were not aware of or involved in the Envisioning meetings and activities conducted in the summer of 2013. However, with many units and our recreational areas having views across Yvonne B. Burke Park to the main channel, and being frequent users of Yvonne B. Burke Park as well as other Marina facilities, the re-development of the Marina, especially lots along Admiralty, will likely have a great impact on our quality of life and property values. We would like an opportunity to provide written comments on the Visioning Statement before plans are finalized.

A meeting would assist our understanding of what is being proposed. Subjects of interest may include:

- an overview of the major changes and developments envisioned and phasing;
- details of plans for visitors row area;
- what the process and schedule will be going forward;
- where project information may be found
- opportunities for public comment
- the MDR Land Use Plan, MDR Specific Plan, the Local Coastal Plan and design guidelines and how these may be modified to reflect the results of the Envisioning process and public input.

If representatives from the Planning Department are able to meet with us, we would be pleased to host a meeting at our property, to meet at Burton Chase Park or to meet at your offices. Please contact Christine Alfieri, our General Manager at 310-823-2955 to discuss possible arrangements. We appreciate your time and we look forward to meeting with you.

Sincerely,

  
Riquette Hofstein  
President, Azzurra Homeowners Association

Cc: Azzurra Board of Directors  
Cove Board of Directors

13700 Marina Pointe Drive, Marina del Rey, CA 90292  
Phone: (310) 823-2955 Fax: (310) 823-2133

**From:** [Plinio Garcia Personal](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Re: Opposition  
**Date:** Thursday, March 06, 2014 9:16:01 AM

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Yes.

I continuously speak with people in the area who are very confused about the project. EVERYONE I have spoken with believes that Fishermans Village is going to be either improved or renovated or improved with new buildings at its present site. When I explain that the plans are to tear it down to put parking and the launch ramp, then they are outraged because, they tell me (1) the location has the best views in the Marina (full water and sunset views) and (2) the village is the iconic symbol of Marina del Rey.

Like all other projects, it's how you present them. Calling it a "boating" or "boaters" area sounds great since there are boats there now. But that's not what the proposed vision is.

So, I think it's ethical to reveal to the public that the vision includes "tearing down Fishermans village"

There are other concerns as well. We can address those in a future email.

Thank you.

On Mar 6, 2014, at 8:39 AM, DRP Community Studies West Area Section <[D12804e@planning.lacounty.gov](mailto:D12804e@planning.lacounty.gov)> wrote:

Hi P.J.,

Are you referring to the proposed plans for the Fisherman's Village area contained in the Marina del Rey Visioning Statement?

Kevin Finkel, AICP  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

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**From:** Garcia Plinio J [<mailto:pliniojgarciajr@gmail.com>]  
**Sent:** Tuesday, February 18, 2014 3:42 PM  
**To:** DRP Community Studies West Area Section  
**Cc:** Plinio Garcia J  
**Subject:** Opposition

Hello,

I recently found out that they are going to demolish Fisherman's village. Is this true? It makes no sense to destroy the most beautiful village on the water in LA County. In Europe they would find a million ways to incorporate the village with future development instead of the typical LA mentality of destroy and conquer. Who do we need to address our concerns to?

Please respond.

P.J. Garcia  
IndyPlush...Saving the world one doll at a time  
310-902-1651 cell/text

**From:** [Marilyn Hopkins](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Missed Planning Committee Meeting  
**Date:** Monday, March 17, 2014 8:07:16 PM

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Sirs:

Sorry I was not able to attend the latest meeting, but I do have a question and a comment.

1. Do you have any idea of the date that Neptune Marina Apartments will start their rebuilding? Can it go forward while other projects are being started here?
2. As part of above question, a comment on the traffic here in the Marina. It is in a word, horrible. It taked a half hour to get from Admiralty Way to Lincoln at most hours of the day. If or when an earthquake or tsunami happens here, all of the residents will be trapped. That will not be an easy thing for the planning committees to live with.

Thank you in advance for an answer. We too have to plan .

Sincerely,

Marilyn Hopkins

E-mail: Marilynho@Yahoo.com

**From:** [DRP Community Studies West Area Section](#)  
**To:** [Ellen B. Klugman, Esq.](#)  
**Subject:** RE: MDR Meetings & Notice Provisions/Requirements (reply)  
**Date:** Monday, March 31, 2014 7:14:00 AM

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Ms. Klugman,

I have added your email address to our courtesy email list.

As for the plan for a 22-story condos on Admiralty, to my knowledge, I know of no such project. If you are interested in reviewing any of the redevelopment projects in the Marina, please visit the redevelopment project page on the website for the Department of Beaches and Harbors. Here is the website:

[http://beaches.lacounty.gov/wps/portal/dbh/lut/p/b1/04\\_SjzO2NlKOMDUys9SP0l\\_KSyzlTE8syczPS8wB8aPM4l0NDAzc\\_d2CjSz8JEONPl3C3CvMPU2BggZABZHlCgyClc0MPIMNHC1DDNvMDEIMINNgAM4EtOfrh-EqgTVBf7O2vgVgJ0lVoDHDx4e-bmp-rlROW6WnlkmACwilM01/dl4/d5/l2dJOSEYUUt3QS80SmtFl1o2X0UwMDbHT0ZTMjhOMzUwSTJWRjgzSTUwME8z/](http://beaches.lacounty.gov/wps/portal/dbh/lut/p/b1/04_SjzO2NlKOMDUys9SP0l_KSyzlTE8syczPS8wB8aPM4l0NDAzc_d2CjSz8JEONPl3C3CvMPU2BggZABZHlCgyClc0MPIMNHC1DDNvMDEIMINNgAM4EtOfrh-EqgTVBf7O2vgVgJ0lVoDHDx4e-bmp-rlROW6WnlkmACwilM01/dl4/d5/l2dJOSEYUUt3QS80SmtFl1o2X0UwMDbHT0ZTMjhOMzUwSTJWRjgzSTUwME8z/)

If you have any other questions, let me know.

Thank you.

Kevin Finkel, AICP  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

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**From:** Ellen B. Klugman, Esq. [mailto:[ellenbklugmanesq@gmail.com](mailto:ellenbklugmanesq@gmail.com)]  
**Sent:** Friday, March 28, 2014 2:13 PM  
**To:** DRP Community Studies West Area Section  
**Subject:** RE: MDR Meetings & Notice Provisions/Requirements (reply)

Hi Kevin:

Thank you for your response and for explaining the process. I checked with my husband, and he also confirms that we didn't receive any written notice of the most recent visioning meeting, despite being on the resident list (we checked). Can you please add this email to your courtesy list of notifications for all Marina-related meetings and hearings?

Also, I had heard someone mention a plan to add 22-story condos to Admiralty Way. Is there a link you can send me that will show the detail of these and other specific projects envisioned that weren't really enunciated in that very general schematic and PowerPoint we were shown at the most recent visioning meeting?

Many thanks for your assistance!

E. Klugman

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**From:** DRP Community Studies West Area Section [mailto:[D12804e@planning.lacounty.gov](mailto:D12804e@planning.lacounty.gov)]  
**Sent:** Tuesday, February 18, 2014 11:02 AM  
**To:** Ellen B. Klugman, Esq.  
**Subject:** RE: MDR Meetings & Notice Provisions/Requirements

Ms. Klugman,

The meeting that you are referring to was a community outreach event that the Department of Regional Planning organized as a means of providing the Marina del Rey community with an opportunity to review and discuss the proposed Marina del Rey Visioning Statement with County staff. The document is also posted to both Regional Planning's and Beaches & Harbors' websites. As these types of meetings are purely informational and not hearings where decisions are made, there are no noticing requirements that we are required to comply with.

For our community kick-off meeting at the beginning of the visioning process, we mailed notices to the residents of the unincorporated Marina del Rey; to individuals that live aboard boats moored/docked in the Marina, to owners of boats moored/docked in the Marina; and to individuals that have requested to be placed on a courtesy mailing list for planning-related efforts in the Marina (I have attached our mailing lists to this email). We also posted announcements about this meeting to our Department's website; to the website of the Department of Beaches and Harbors; sent out a tweet from our Department's Twitter account; sent an email announcement to the email addresses we have on our courtesy list; and sent flyers to be distributed at the weekly farmer's market in the Marina.

At our community kick-off meeting, we asked attendees to sign-in and provide their email addresses, which were added to our courtesy list. For each following meeting, we sent out announcements to the email addresses on our courtesy list; posted announcements to our Department's website and the website of the Department of Beaches and Harbors; sent out a tweet from our Twitter account; and again sent flyers.

During our process we also reached out to a number of the neighborhood councils in the City of Los Angeles that surround the Marina as well as Los Angeles City Councilman Bonin's office to ask for their input.

If you have any other questions, please let us know.

Thank you.

Kevin Finkel, AICP  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

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**From:** Ellen B. Klugman, Esq. [mailto:[ellenbklugmanesq@gmail.com](mailto:ellenbklugmanesq@gmail.com)]  
**Sent:** Friday, February 14, 2014 12:08 PM  
**To:** DRP Community Studies West Area Section; Gina Natoli; Kevin Finkel  
**Subject:** FW: MDR Meetings & Notice Provisions/Requirements

I never received any acknowledgement of this email to each of you sent last Friday. Kindly provide a written response to the points raised therein.

Sincerely,

*Ellen B. Klugman*  
*Attorney at Law*  
[ellenbklugmanesq@gmail.com](mailto:ellenbklugmanesq@gmail.com)

---

**From:** Ellen B. Klugman, Esq. [mailto:[ellenbklugmanesq@gmail.com](mailto:ellenbklugmanesq@gmail.com)]  
**Sent:** Friday, February 07, 2014 2:46 PM  
**To:** [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov); 'Gina Natoli'; [kfinkel@planning.lacounty.gov](mailto:kfinkel@planning.lacounty.gov)  
**Subject:** MDR Meetings & Notice Provisions/Requirements

Good afternoon...

I have been a Marina del Rey resident for close to 20 years and only found out inadvertently about the meeting that is planned for next week. I have checked with other landowners on the



peninsula and they have not received a notice of any kind either. I'm sure we all agree that widespread public participation on this matter by the constituencies most affected is desirable for all of us.

Since other Marina del Rey residents I've spoken with are equally surprised, would you please provide me with a link to the county notice requirements on a meeting like this so we can understand the terms of compliance and the degree to which they have been met?

We would also appreciate a copy of the list of the recipients for this email invite for the "Community Open House" and an explanation as to any other residents or groups that have been invited to this event by other means (i.e. phone calls, group announcements, other mailings, etc.), as well the deadlines by which those invitations were sent?

I look forward to hearing from you in a timely fashion. Many thanks in advance for your help!

Kind Regards,

*Ellen B. Klugman*

*Attorney at Law*

[ellenbklugmanesq@gmail.com](mailto:ellenbklugmanesq@gmail.com)

**From:** [DRP Community Studies West Area Section](#)  
**To:** [Art Ford](#)  
**Subject:** RE: Community Open House to View Proposed Vision for a Future Marina del Rey  
**Date:** Monday, March 31, 2014 7:16:00 AM

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Hi Art,

Thank you for attending the open houses in February and for submitting these ideas to us. If you have any other ideas about how to improve Marina del Rey, do not hesitate to let us know.

Thank you.

Kevin Finkel, AICP  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

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**From:** Art Ford [mailto:artford@me.com]  
**Sent:** Saturday, February 15, 2014 12:07 PM  
**To:** DRP Community Studies West Area Section  
**Subject:** Re: Community Open House to View Proposed Vision for a Future Marina del Rey

Thank you for hosting this and for working on a Saturday to accommodate our work schedules.

I read the information in [planning.lacounty.gov/marina/visioning](http://planning.lacounty.gov/marina/visioning), but I learned a little bit more in person, and it's always good to have an opportunity to comment and meet people.

Overall the plan seemed okay, and I like the fact that vacant land with old broken cement foundations will become economically productive. I also don't like to see abandoned / idle lands and buildings, so it was good to hear that possibly the old Benihana will make way for something people can use such as apartments. I hope the same is true for the old Home Federal building on Bali and Lincoln as it sits there landscaped but obviously unoccupied.

I remain deeply concerned about the current proposal for parcel 113S, and somewhat confused about the reason for the Via Marina Street Improvement Project. But the next forum to discuss 113S in depth really is the B&H DCB meeting on 3/19, not this venue, so I didn't ask about it that much. The next Via Marina discussion point is still TBD.

I did comment that DPW said there is a 15% harbor vacancy rate at the LA Water Board TMDL meeting, so if that's true, why are we trying to add additional boat slips? I also commented that 113S discusses a significant amount of additional commercial space in what's largely a residential area, that seems somewhat at odds with the designation of the Via Marina area as predominantly residential.

There were a couple of thoughts I had that I forgot to discuss in person about how Marina Del Rey could better appeal to the tech community:

1.) Improved cell signal support. Maybe the County can boost signals from AT&T, etc. to the Marina. In my apartment, I have 1 bar, and had to purchase a micro-cell tower to get better support. My cell calls can still drop after ~10 min for a technical reason, and so I have a landline as well.

2.) Improved network access. WiFi and Ethernet support is provided on an apartment by apartment basis. Sometimes the vendor is good, sometimes, not so much. It would be nice to have a reliable alternative or even a backup.

Thanks,

Art Ford

On Feb 3, 2014, at 4:25 PM, DRP Community Studies West Area Section wrote:

**Community Open House to View Proposed Vision for a Future Marina del Rey**

The County of Los Angeles Department of Regional Planning would like to invite you to attend an open house to view the proposed vision for a future Marina del Rey. Please join us for either of the following:

Saturday February 15, 2014, 10:00am-12:00pm or Tuesday February 18, 2014, 6:00pm-8:00pm

Burton W. Chace Park Community Room

13650 Mindanao Way

Marina del Rey, CA 90292

The purpose of this meeting is to showcase the proposed vision for a future Marina del Rey. Please come by anytime during the times noted above and tell us what you think. We hope you will attend! If you are unable to attend these events, the visioning document will be available online the week of February 10, 2014 at <http://planning.lacounty.gov/marina>.

For more information, contact Gina Natoli or Kevin Finkel of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday through Thursday from 7:00am to 5:00pm.

Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

**From:** [Art Ford](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Cc:** [DRP Community Studies West Area Section](#); [Michael Tripp](#)  
**Subject:** Re: Community Open House to View Proposed Vision for a Future Marina del Rey  
**Date:** Sunday, April 06, 2014 10:45:05 AM

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Hi Kevin,

Thanks for the email.

I noticed that the Small Craft Harbor Commission will be having a night meeting on May 28, 2014 which will include a DRP presentation on the Visioning Process.

I would like to encourage DPW representation at the meeting and that's why I'm cc'ing Michael since this is a DBH meeting. I can tell I am doing this way too much, getting far too comfortable with the department abbreviations and of how things work. :)

My reason for this request is I am uncomfortable with the Via Marina Street Improvement Plan scheduled for 2015 because of the removal of the mature trees in the traffic median. If I had been awake to the process in early 2013, I would have attended the DCB meetings held in mid-2013 where DPW presented, and most likely would have objected in the July 2013 DCB meeting where DPW provided an update after considering the May 2013 discussion.

The mature trees really add something to the Marina, and the small trees that are replacing the Coral trees will take a long time to become similarly large trees. Just view the trees on Admiralty to imagine a before and after. I do not see Herculean destruction of the streets and the sidewalks on Via Marina caused by the Coral tree's root structure, and I have a reference which suggests Coral trees can live to be around 100 years old. So if they were planted in the 60s and 70s, they may have significant life left. Additionally through monitoring, even electronic monitoring, tree death could be anticipated, and then they could be gradually replaced with the drought tolerant trees with the vertical root structure.

Link -> <http://agroforestry.net/tti/Erythrina-coraltree.pdf>

I believe DPW is moving aggressively with road projects because of a Marina vision that at least in one area does not have my support, and so this meeting would be an excellent venue to reconfirm the vision by which they are moving ahead since I do not believe DPW has the EIR in place for the Via Marina project, at least Via Marina from Marquesas Way to the shoreline.

I also would like to encourage DRP to distribute the materials that will be shared at the meeting as early as possible, preferably in one or two PDFs. In the DCB meetings, the latest information about projects is not shared until a few days before the meeting which isn't as much time to think and reflect as I would like.

Thanks in advance for this presentation on May 28, for doing this at night to accommodate our work schedules. I am looking forward to seeing the latest status.

Cordially,

Art Ford

On Mar 31, 2014, at 7:16 AM, DRP Community Studies West Area Section wrote:

Hi Art,

Thank you for attending the open houses in February and for submitting these ideas to us. If you have any other ideas about how to improve Marina del Rey, do not hesitate to let us know.

Thank you.

Kevin Finkel, AICP  
Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422



April 25, 2014

Ms. Gina Natoli  
Supervising Regional Planner  
Los Angeles County Department of Regional Planning  
320 W. Temple Street, 13th Floor  
Los Angeles, CA 90012

Dear Ms. Natoli,

I wanted to thank you for taking the time to meet with us at the Azzurra on April 2, 2014 to discuss the MDR visioning statement. It was very helpful to hear your presentation and to have the opportunity to give feedback. After having reviewed the Visioning statement and all the related documents in detail, I'd like to compliment all involved for a job well done. The CBP has identified many of the issues with the Marina that I have been critical of over the years, and it's reassuring to see that our local government has put considerable thought and effort into a plan to redevelop the Marina into a world class destination. While some of my suggestions are already mentioned briefly in the Visioning statement, I want to mention them anyways and discuss whether adding more detail is warranted.

In terms of my background, I was an owner at the Regatta in 2001, and then sold that unit and purchased a condo at the Cove in 2007. I have now lived on Marina Pointe Dr for over 13 years. As an overall observation, I feel that much of the Marina appears to be stuck in a time warp, with a lack of reinvestment in existing properties, and large areas of under utilized space. The residents of the County of Los Angeles deserve a world-class marina. As I stated in our face-to-face meeting, Vancouver has a beautiful marina with excellent pedestrian walkways, cafes, and a unified and consistent architectural look. Even Long Beach has a marina that looks more modern, and has inviting areas for visiting boats enjoy dockside restaurants. The concept of large-scale dry storage happening on prime real estate is not something I have witnessed in Vancouver, and it puzzles me why so much of MDR is dedicated to this. Many of the dry storage areas in MDR look like junkyards - and I seriously doubt the sea worthiness of many of the craft that are rusting in these lots.

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Despite our 3 condo buildings and the neighboring apartment complexes not technically being part of MDR, I would recommend that careful consideration be given to the residents of these developments. We are directly adjacent to Yvonne B Burke Park, and our properties have exits directly onto the park. This cluster of buildings represents a very high density of units, and the socio-economic makeup of the residents is on the high end of the scale. These are the exact type of residents that the CBP should be targeting as visitors to any newly planned developments.

I enjoy chartering power yachts on events such as the 4th of July, and I have had issues with the fact that there are very few places to tie up a visiting boat. The fact that we can't easily pull an 85 footer up to a restaurant and tie up for a few hours is an incredible omission from the design of the marina. The overall lack of large slips needs to be addressed as well, as every yacht club has long waiting lists for the bigger ones.

I would encourage the County to consider ways to increase trips by visitors from neighboring marinas. This would promote more of a boating culture up and down the coast, and would boost economic growth. The current Visioning Statement doesn't read as being 'boater' centric at all - there are many good points about traffic, bicycle, and pedestrians, but little mention of design modifications that will benefit boaters other than moving the public launch ramps (which I agree with!).

My Suggestions/Concerns:

1. Building heights for Visitors Row - as you know, the primary concern of the residents on Marina Point Drive will be possible building heights of new developments directly across from us on Admiralty Way. Buildings of 3 stories will block much of our views of the waterfront, and buildings of 5 floors as discussed in the visioning statement would be sure to cause much public uproar. I request that the Visioning statement be revised to suggest a limit on those building heights to 2 floors or less, and that if 3 floors are allowed than special considerations for view corridors would be necessary.

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2. Cross walks - the issue with not enough cross walks has been correctly identified. We want to request a signaled crosswalk directly across from our three buildings.
3. Add dedicated 'visitor' slips at several spots of Visitors Row, Chace Park, etc. We need to make MDR a destination for boaters from Cabo to Vancouver, and they need to be able to pull up and tie off without going through a Yacht Club.
4. Bike Path - we need a bridge that connects the bike path from Fiji way to Lincoln south, over the LA river and Bologna creek. Riding southbound on Lincoln is very dangerous. I have brought this to the attention of LA City Councilman Mike Bonin's staff. It was unclear to me from the Visioning statement how the bike route south along Lincoln would be configured.
5. Boardwalk - The new 28-foot wide boardwalks are great - we need this done everywhere possible. I would request getting the boardwalk in front of City Club to conform to this standard as quickly as possible. Also, this section has been cut to pieces due to construction and should be completely removed and replaced with paver stones to match some of the newer boardwalk areas.
6. Space planning - we should have better utilization of the parking lots used for dry boat storage. Currently, many of them look like junkyards. While I want to protect boating in MDR, I do not want to use the incredible waterfront real estate for a bone yard of decaying craft, many of which have questionable sea worthiness.
7. Moving the 90 to Bali Way - while I understand the sentiment that the County shouldn't commence any traffic flow improvements because Admiralty Way would just become more of a short cut for locals, I want you to consider that by removing an unnecessary traffic light and improving the flow on Lincoln, locals may be discouraged from cutting across Admiralty. I only use Admiralty because of the dysfunction of the light timings at the 90, Bali, Maxella, and Washington. These may be LA City problems, but they force traffic into the Marina. By helping LA fix this, it will reduce the shortcut traffic.
8. Tenants - the county needs to recruit higher end restaurants and retail – Villa Marina

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Marketplace and the Stella are good examples of how a few good restaurants can revitalize what was a ghost town of a street. The current offerings of El Torito, Warehouse, Tony P's, and Shanghai reds are not helping the development efforts. They are 'tourist traps', and very subpar ones. These places don't line up with socio-economic makeup of the Marina's residents either, meaning that Locals are traveling to Abbot Kinney or Santa Monica to eat.

9. Public Use space - I don't feel that an amphitheater or other type of public venue makes sense without it being part of a larger plan. Efforts should be made to emulate the success of the 3rd St Promenade or the Grove, without duplicating the mistakes Santa Monica has made in regards to traffic, parking, etc. At this point an Amphitheater feels a bit arbitrary - and more park space that focuses on outdoor activities would be preferred.

Please let me know when we can schedule a follow up meeting to review these points in detail. I appreciate you taking the time to consider them.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Greg Strause', with a long horizontal line extending to the right.

Greg Strause

[hy\*cirau\*lx]

PETER M MCCLINTOCK

Ms. Gina Natoli  
Supervising Regional Planner  
County Department of Regional Planning,  
320 West Temple Street  
Los Angeles, CA 90012-3225

April 28<sup>th</sup> 2014

Dear Ms. Natoli,

Re: February 2014 Marina Del Rey Visioning Statement

Thanks to you and Kevin for coming out and meeting with us at Azzurra on April 2<sup>nd</sup> to discuss the Visioning Statement and Visitors Row. There are many good ideas expressed in the Visioning Statement:

- improving restaurant, retail and cultural activity opportunities;
- promoting the perception of the Marina as a natural environment;
- creating gathering spaces;
- the continuous waterfront promenade;
- enhancement of bicycle and pedestrian paths, and
- improving and enhancing water views of the Marina.

As discussed there are concerns about the proposals for 'Visitors Row', specifically lots 130-134 on Admiralty across from Yvonne B. Burke Park between the Fire Department and the Lloyd Taber Library. Over eight hundred families live in the Azzurra, Cove and Regatta condominiums directly abutting Yvonne B. Burke Park. Residents are frequent users of Yvonne B. Burke Park as well as many other Marina facilities. The re-development of the Marina, especially lots along Admiralty, will impact resident's quality of life and property values.

The recreational decks of Azzurra, Cove and Regatta and many residences have water views overlooking lots 132 and 133 occupied by the California Yacht Club and the Warehouse. Yvonne B. Burke Park and the Marvin Braude/California Coastal bike trail also have open water views in parts. The Visioning Statement identifies opportunities for improving park and bike trail views by removing fences, adjusting landscaping and depressing surface parking lots below the level of Admiralty. This would be a great improvement and identify the Marina for visitors.

The 2012 Land Use Plan identifies the park as an area available for enhancement of its biological value and elsewhere states the existing Main Channel view from Yvonne B. Burke Park shall not be significantly disturbed. However, the 2012 Marina Del Rey Specific plan also permits developments that would obstruct primary water views from recreational decks and residences and would overshadow and obstruct views from

Yvonne B. Burke Park and the Coastal Trail.

In 2009 the County committed to reexamine and update the Marina Del Rey Local Coastal Plan through the public Visioning process and to examine major controversial issue areas in the marina, including the density of development, building heights, and potential for additional parkland in the marina. In addition to height issues, currently allowed lot coverage of 80-90% would block virtually all views to motorists on Admiralty and application of the limited setback standards would create a sense of overcrowding. Amendments to the Specific Plan regarding lot coverage, views, heights and setbacks will help ensure realization of the Visioning Statement over the years and strengthen public trust in local government.

Developments of the 1970's and 1980's permanently block most water views from public roadways and bike paths over large sections of the marina and greatly diminish its appeal to visitors. The Los Angeles County general plan noted a large deficit of park and open space in West Los Angeles. Since the vision is to attract more visitors to the Marina, the County could consider providing additional park and open space over and above residential needs in order to accommodate visitors and to mitigate part of the neighboring area deficit.

Please find attached an MS Word version of the body of the Visioning Statement containing highlighted changes primarily relating to lots 130-134. The main change is to treat lots 130-134 as a separate section of Visitors Row where the emphasis would be on low structures. Continuous communal surface parking paralleling Admiralty between the existing Library and the Fire Station is suggested for this row instead of a parking structure. This would open views and allow people to park close to their intended destination, which is a consideration for those with limited mobility, families with young children and senior citizens.

We have a common goal in designing an area that is visually attractive and friendly for all Los Angeles County residents. I look forward to further discussion of proposed changes at your convenience.

Yours sincerely,



Peter M McClintock



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## INTRODUCTION

Marina del Rey is a small-craft harbor, residential community and visitor-serving destination, ~~and residential community~~ located in western Los Angeles County along Santa Monica Bay. The small-craft harbor was constructed in the mid 1960s and residential, commercial, and visitor-serving development followed over the next two decades. Marina del Rey has matured, and evolving consumer tastes and changing recreational interests necessitate a revised vision to guide future redevelopment in the Marina. This Marina del Rey Visioning Statement was created to provide that guidance.

### *Purpose of the Visioning Statement*

The Marina del Rey Visioning Statement establishes a framework to guide future decision-making on development, policies, and development standards as land use opportunities, economic/market conditions, and other opportunities become available. The County of Los Angeles will use the recommendations in this document to achieve the following goals for Marina del Rey:

- Create a vibrant destination for all Los Angeles County residents and visitors.
  - Achieve County goals for economic development and revenue-generation by encouraging reinvestment in properties.
  - Support boating and other water-oriented activities.
  - Promote environmental and sustainable goals shared with the California Coastal Commission.
  - Provide low-cost access to the Marina's waterfront and amenities.
- Provide a desirable place to live and recreate ~~and live~~.



## EXECUTIVE SUMMARY

Public input, discussions with County advisory bodies, and technical analyses by several consultants provide the basis for the ideas and recommendations presented in this Visioning Statement. The major ideas and recommendations are depicted on the map on page 4 and are summarized below.

### *Input*

Beginning in April 2013, County staff met with members of the public to hear their ideas and concerns about future development in Marina del Rey. Outreach activities included telephone interviews, a community kick-off question-and-answer meeting, community workshop and walking tour, numerous focus groups, stakeholder interviews, and an interactive town hall-style website. During this time, many individuals provided comments directly to staff and via email and telephone. Staff also met with the Regional Planning Commission, Small Craft Harbor Commission, and Design Control Board to take their input. Supporting the outreach effort, the Department of Regional Planning hired several consultants to perform technical analyses on existing conditions in the Marina and provide suggestions for improvement.

The overarching themes that emerged from public, advisory body, and consultant input are:

- Develop activity districts.
- Improve mobility and directional signage.
- Enhance the image of the Marina and its built environment.
- Enhance recreation opportunities.
- Provide public gathering spaces.

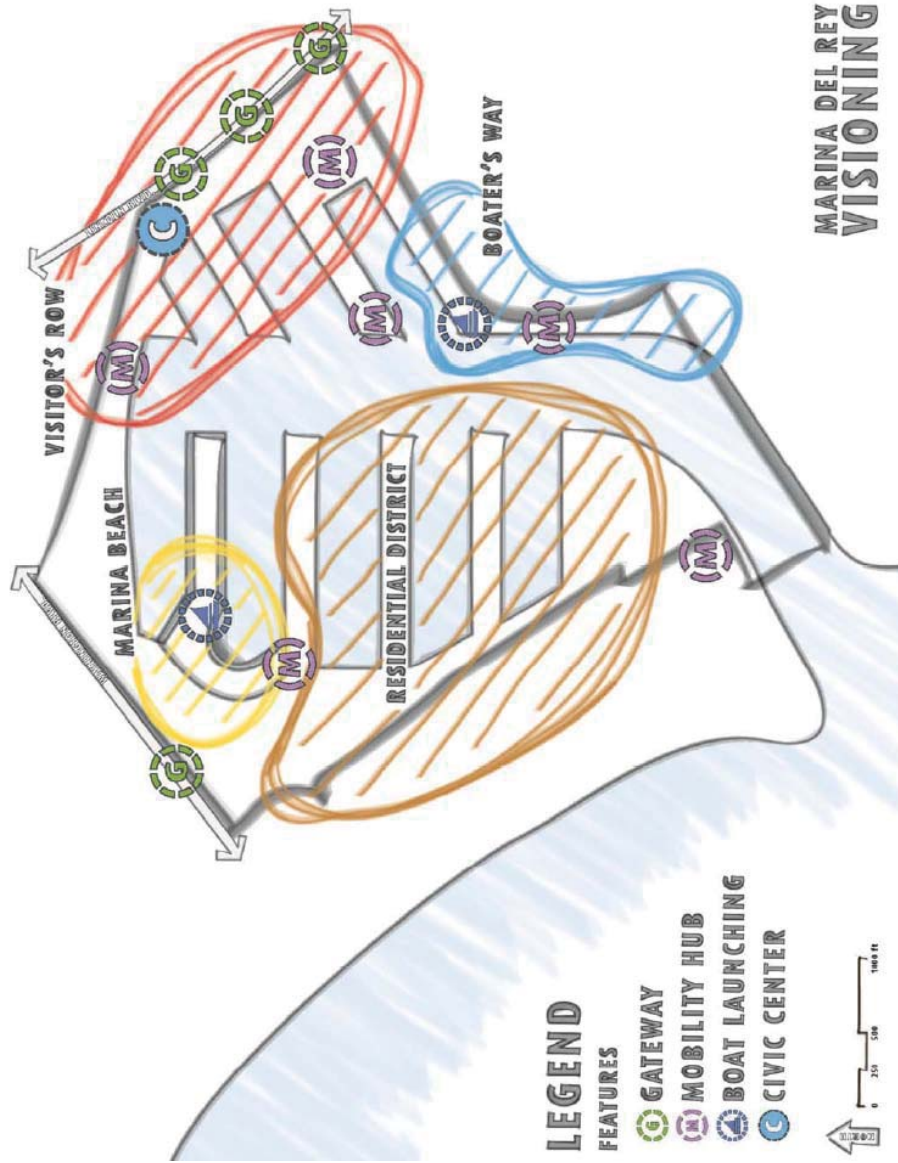
### *Recommendations*

Working with the Departments of Beaches and Harbors and Public Works, the Department of Regional Planning evaluated the public input and consultant suggestions and makes the following principal recommendations:

- Group land uses into four districts:
  - The Residential District is intended to remain a predominantly residential area.
  - Marina Beach is intended to be developed with marine-related, beach-oriented, and other related uses.
  - Visitor's Row is intended to be developed with visitor-serving uses.
  - Boater's Way is intended to be a boating center where most boating-related businesses and services are located.
- Relocate the existing boat launching and storage facility from its current location on parcels 49M/R/S to the area occupied by visitor-serving retail and commercial uses at the southerly end of Fiji Way adjacent to the main channel.
- Retain boat service, repair, and operations uses in the area at the southerly end of Fiji Way.
- Redevelop parcels 49M/R/S as a major visitor-serving, entertainment, and retail center.
- Co-locate the visitor's center, harbor administration offices, and the Lloyd Taber-Marina del Rey Library around the area currently occupied by the Library.

- Enhance the non-motorized boating amenities at Marina Beach and elsewhere in the Marina.
- Develop urban design guidelines to assist in the design of public and private redevelopment projects.
- Develop multi-modal mobility hubs that would co-locate vehicular, transit, bicycle, and pedestrian facilities at strategic locations throughout the Marina and serving each district.
- Develop park-once districts around the mobility hubs to allow people to quickly enter the Marina, park, get out of their cars, and navigate the Marina without the use of cars Improve directional signage.
- Develop gateway signage at main access points to the Marina.
- Enhance bicycle and pedestrian paths and the overall walkability of the Marina.





### **Implementation**

Implementation of the Visioning Statement will take place over the short-term and the long-term and requires a number of actions to realize the ideas and recommendations contained in this document. These actions will be used to guide:

- Decisions concerning individual projects.
- Negotiations concerning lease extensions and new leases.
- Work programs for County departments with responsibilities in the Marina.
- Policy changes regarding the Marina del Rey Local Coastal Program.

Implementing these recommendations can be achieved incrementally as redevelopment opportunities arise, and would consist primarily of enhancements to existing development and investment in public facilities. Requiring redevelopment projects \_ both public and private \_ to comply with a standard set of design guidelines and accommodating mobility hubs in all areas of the Marina will allow most of these recommendations to be implemented.

## VISIONING PROCESS

### Goals of the Visioning Process

In April 2013, the Department of Regional Planning (DRP) initiated a visioning effort to guide future public and private development in Marina del Rey. The following goals were identified for the visioning process:

- Develop a guide for development over the next 15 to 20 years in the Marina.
- Provide different opportunities for the Marina del Rey community to provide input into a shared vision.
- Guide future policy and implementation strategies that ensure consistency with the goals of the Marina del Rey Local Coastal Program (LCP).
- Guide the County's efforts in their review of projects and delivery of public services that reflect the future needs of the community.

### Input

The recommendations provided in this document are based in part on information gathered from the public over the course of eight months in 2013. During this time, the Department of Regional Planning engaged residents, business proprietors, recreation enthusiasts, other stakeholders, and advisory bodies in a process designed to solicit input and ideas about what type of community the Marina should be in the future and the types of amenities it should offer.

With the aim of providing different opportunities for the Marina del Rey community to provide their input, Department of Regional Planning staff worked with other Los Angeles County departments and outreach consultants to host a series of events to gather ideas for a shared vision. These events included a community-wide town hall meeting, a community-wide workshop and walking tour, numerous focus groups, stakeholder interviews,



and an interactive town hall-style website. Staff also met and spoke with many individuals directly who conveyed their thoughts and concerns about the Marina.

The Marina del Rey visioning process primarily focused on gathering community and stakeholder input to guide future policy decisions. Members of the public who participated in the outreach process represented numerous interests and stakeholder groups, and offered a range of perspectives and priorities. These groups include non-motorized and motorized boating groups, retail and hospitality businesses, and residents. The Department of Regional Planning also sought input from the Regional Planning Commission, Small Craft Harbor Commission, and Design Control Board.

The participants in the visioning process and the advisory bodies provided a wide variety of comments, concerns, and suggestions regarding the user experience and visions for the future of the Marina. Comments ranged from specific ideas about uses within geographical areas of the Marina to those regarding Countywide and regional matters. Summaries of the comments received at outreach events, the town hall-style website, and meetings with advisory bodies are contained in Appendices A and B.

The comments provided covered a range of topics including:

- Improve the Marina's identity as a destination for leisure and recreation activities
- Improve visibility and water views from primary roads, parks and paths
- ~~Expand open space and recreational resources around the Marina~~
- Update the Marina's infrastructure and the appearance and location of some of the uses
- Improve directional signage and other guides to make reaching a destination in the Marina easier and more direct
- Improve the ease with which people enter the Marina and access its facilities
- Improve the ability of visitors, pedestrians, bicyclists, vehicles, boaters, and other users to move around the Marina easily, efficiently, and safely
- Enhance people's ability to enjoy themselves in the Marina through opportunities such as dining, shopping, and boating
- Improve and expand the main walking path along the water's edge in the Marina
- Orient uses and activities in the Marina toward the area of land closest to the water's edge to take advantage of views of the water and activities taking place upon it
- Improve the level of comfort people feel while in the Marina
- Maintain existing low-rise building heights on redevelopment between primary loop roads and the marina
- Ensure that traffic, noise and pollution are restrained for the benefit of those who live and visit the Marina.

In support of the outreach effort, the Department of Regional Planning hired several consultants to perform critical analyses of existing conditions in the Marina. These consultants reviewed and analyzed: market conditions to determine the types of uses that there is demand for in the Marina; mobility conditions to suggest improvements for the efficient and safe circulation of people around the

Marina; and, land use conditions to suggest an appropriate land use arrangement for an urban harbor and prepare design guidelines to implement that arrangement. Specific suggestions from the consultants follow. Technical memoranda from these consultants can be found in Appendices C, D, E, and F.

### **Market Study**

Economic consultant Keyser Marston Associates conducted a market study to analyze socio-economic characteristics (e.g., population, income, demographics, etc.) and the retail, hotel, and office markets. This market analysis identified a range of uses the market would support in Marina del Rey and provided guidance on the types of land uses being proposed.

The take-away ideas regarding market-supported opportunities in the Marina are:

- The Marina del Rey market can support potential additional retail development of 206,000 square feet.
- Develop less-traditional, creative space.
- There is potential support for approximately 610 to 940 additional hotel rooms.

### **Mobility**

Mobility consultant Fehr & Peers identified the various modes of transportation, parking facilities, and directional-signage infrastructure currently serving Marina del Rey, and areas for improvement. The analysis identified potential mobility focal points within the Marina that could provide enhanced opportunities for residents and visitors to move in and around the Marina more easily, consistent with community input.

Fehr & Peers analysis found that there is more than sufficient parking in the Marina, but that the appropriate quantities are not serving the correct locations. Additionally, once people park in one of the many lots in the Marina, it is not immediately clear how to get to your destination or travel between destinations.

An assessment completed by Fehr & Peers found that almost two-thirds of the Promenade measured 10 feet wide or less leading to inevitable choke points and conflicts between users. In addition, the Promenade does not continue around the entire Marina, which impedes internal circulation and enjoyment of the facility.

Fehr & Peers also examined existing conditions in the Marina pertaining to the boating experience. The distance between boater parking and key amenities and facilities, availability of boat storage and

launching areas, and both landside and waterside boater directional signage needed improvement.

The take-away ideas regarding mobility are:

- **Create Mobility Hubs:** Mobility Hubs are locations where modes of travel come together at key locations and provide the opportunity for convenient transfers between modes. These hubs will provide the Marina's residents and visitors with convenient mobility options beyond using their car. Mobility hubs can be located in or adjacent to a centralized parking facility that serves adjacent uses and provides public parking opportunities, and can include or have nearby co-located Waterbus stops, landside transit stops, bicycle facilities, bicycle parking, bicycle sharing kiosks, pedestrian access, visitor and directional information, and car sharing opportunities.
- **Implement a "Park Once" Strategy:** Marina del Rey has a substantial number of public parking lots. Existing lots are rarely full, so there are opportunities to repurpose portions of parking lots to provide Mobility Hubs and additional transportation options. Four shared-parking "Park Once" districts are recommended to operate district parking more efficiently (both public lots and private off-street facilities), and consolidated parking facilities could eventually serve these districts. Existing public parking capacity would be retained and consolidated into structures when necessary. The "Park Once" districts include the areas around Marina Beach, the Lloyd Taber-Marina del Rey Library, Burton Chace Park/ Waterside Shopping Center, and Fisherman's Village.
- **Accommodate Bicycles:** Existing conditions for bicycle facilities found a mix of high quality off-street bike facilities, with some conflict zone areas. Recommended mobility enhancements include a series of specific design treatments, such as signage and pavement striping, to improve visibility and safety at conflict locations, as well as strategies to fill in gaps in the system. A multi-use promenade that can also serve bicyclists is also recommended.
- **Expand Transit:** Existing transit service in the Marina is infrequent, and transit stops are hard to find and have few amenities. Similar conditions are present with the Marina's Waterbus. Mobility recommendations include co-locating transit stops (both ground and water) at Mobility Hubs with clear directional signage and good schedule coordination to ensure easy transfers between transit modes. If financially feasible, improving service frequency is recommended so the beach shuttle can better serve those traveling within the Marina.
- **Enhance Boating Facilities:** Recommendations for boaters are focused on providing high-quality dedicated facilities (such as parking); avoiding conflicts with other modes at boat launch areas and locations where boaters have trailers; and providing opportunities for using small watercraft for personal mobility within the Marina (dinghy docks, waterside directional signage, and other improvements).
- **Accommodate Pedestrians:** Existing pedestrian signalized crossings are generally spaced far apart, and sidewalks are typically narrow. Recommended enhancements include the introduction of additional signalized pedestrian crossings, as well as wider sidewalks, and design treatments on shared mole roads to improve the pedestrian experience in the Marina. Existing crossings in Marina del Rey could be enhanced to improve pedestrian safety and comfort. A multi-use waterfront promenade that can serve the entire Marina is also recommended.
- **Contain Vehicles:** The roadways in the Marina are impacted by cut-through traffic, and

existing parking lots and driveways are at times difficult to find. Mobility recommendations include improved vehicle directional signage and access to parking lots and Mobility Hubs to ensure direct, convenient connections to parking facilities and alternative transportation options. Because traffic level of service in the Marina generally operates at an acceptable level, additional roadway capacity enhancement projects are discouraged, as they will encourage additional regional cut-through traffic.

- **Improve Directional Signage:** Directional signage is a critical component of successful navigation. Signs on the street, whether static (e.g., traditional street signs pointing to specific destinations) or dynamic (e.g., electronic signs that point users to currently available parking supplies) are an important measure for making navigation work effectively and efficiently.

## Urban Design

Urban design consultant Gruen Associates conducted a strengths and weaknesses analysis that critically assessed the Marina's existing physical conditions. Their research covered such topics as the Marina's local and international identity, sense of place, ease of mobility, pedestrian connections, parking, view corridors, uses, and the private realm. Gruen Associates also performed a case-study analysis to identify elements of other successful marinas from around the world to inform an appropriate selection and arrangement of land uses. Gruen Associates recommends that urban design guidelines be developed to address elements of the built environment in addition to land use.

In conducting an analysis of existing conditions in the study area, Gruen Associates observed that dated infrastructure and the quality and style of some new development detract from the ambience of the Marina. Views into the harbor by pedestrians, bicyclists and motorists have been blocked over large sections of the perimeter by existing development, landscaping, surface parking lots and parking structures, and in some areas the distance from the loop roads to the basins. This analysis reinforces a public perception of deficient identity and sense of place which can be improved with more clear views of and public access to Marina del Rey's harbor. Gruen also found that there is a lack of unifying landscape elements throughout the Marina.

Gruen Associates land use analysis also identifies public gathering spaces as a critical ingredient for enhancing the Marina's future land use scenarios. Activity districts, which are areas with clusters of similar or related uses, are also enhanced by the mobility hubs identified in Fehr & Peers mobility study.

The take-away ideas regarding urban design are:

- **General Comments**
  - Encourage street furniture, dining and general seating options, and other urban design amenities to activate the Promenade with day-and night-serving uses.
  - Create active public gathering spaces adjacent to the Promenade and also treat them as view corridors and as places to be the focus for new uses.

- Consider bringing in attractions, performing arts pavilions, and other unique facilities that can be a catalyst for restaurant, retail, and other visitor services.
  - Repurpose parking lots (where feasible) for public gathering spaces shared with restaurants/retail.
  - Ensure sensitivity of existing and future development to the physical and visual relationship to the waterfront.
  - Create a better sense of place by introducing a greater mix of uses, particularly near the waterfront.
  - Continue the use of the “bowl” concept to guide building heights throughout the Marina developing taller buildings outside of the loop roads and shorter buildings along the waterfront.
  - Enhance water views from Yvonne B. Burke Park, the Marvin Braude Bike Trail/California Coastal Trail and primary roads.
  - Introduce at least one mobility hub in each activity district.
- **Marina Beach Area:** The general land use and urban design recommendations aim to realize a more local-serving and family-oriented atmosphere with an emphasis on recreation and non-motorized boating activities.
    - Dedicate the beach area and current beach cabana/restroom area to recreational, retail, and restaurant uses for pedestrians, bicyclists, families, non-motorized boaters, visitors, and residents. Shared parking would be available primarily in the current locations with a mobility hub located adjacent to the waterfront near Panay Way.
    - Locate boater-related operations, services, storage and parking shared with adjacent commercial and recreational uses north of Palawan Way and Panay Way.
    - Locate low-to mid-rise hotel and/or visitor-serving uses on the parcels facing Marina Beach.
    - Provide bistros with outdoor dining, new attractions, unique retail, an improved waterfront promenade along Marina Beach, and new improved pedestrian linkages connecting the Marina Beach promenade to adjacent basin promenades.
    - Construct an enhanced gateway near the intersection of Washington Boulevard and Via Marina.
  - **Admiralty Way Area:** The general land use and urban design ideas aim to realize a more visitor- and resident-serving atmosphere with an emphasis on retail, restaurants, cultural and civic uses, ~~and~~ Office opportunities exist for smaller professional firms and start-ups north east of Bali Admiralty Way. The ideas also aim to realize a major visitor-serving and entertainment destination with an emphasis on retail, restaurants, cultural amenities, and possibly hotel uses near Fiji Way. A uniform buffer zone between Admiralty Way and buildings will create a sense of space. Major features are:
    - Improve views of the Marina from Yvonne B. Burke Park and the Marvin Braude and Coastal Bike Trail between the Fire Station and the Lloyd Taber Library (lots 130, 131, 132, 133 and 134) and link the park to the waterfront. Redevelopment will be limited to one and two floors (25') and may include the existing yacht club, dinghy docks, restaurants with bars and outdoor dining, cultural amenities and open space. Coverage would be limited to 50% of lot length. Structures would be designed and positioned to enhance water views for motorists on Admiralty Way as well as pedestrians and



bicyclists and not block views from residences and community recreational decks. Shared surface parking lots would be set below the level of Admiralty to enhance water views along the length of the park and from the park and bike trail. Noise and lights will be limited in this biologic and residential area.

- Develop a new civic center just north of Bali Way on the west side of Admiralty Way and combined with a mobility hub. The civic center would co-locate harbor administration facilities with the visitor's center and the Lloyd Taber-Marina del Rey Library on one site. This same alternative would develop a creative-office complex across Admiralty Way on the east side that is envisioned to be occupied by smaller professional firms and start-ups.
  - Reconfigure the area from ~~the Fire station~~ Bali Way to Mindanao Way into a waterfront-oriented mix of uses with clusters of restaurants with outdoor dining and specialty retail linked together by a new enhanced, straight, and continuous waterfront promenade. On the waterfront, there would be well-defined view corridors, dinghy docks, second levels with bars and night clubs, and potentially a select-service hotel with rooftop amenities.
  - ~~Develop a new civic center just north of Bali Way on the west side of Admiralty Way and combined with a mobility hub. The civic center would co-locate harbor administration facilities with the visitor's center and the Lloyd Taber-Marina del Rey Library on one site. This same alternative would develop a creative-office complex across Admiralty Way on the east side that is envisioned to be occupied by smaller professional firms and start-ups.~~
  - Replace the existing boat launch and storage facility with a major visitor-serving, entertainment, and retail center. The center could include waterfront activities, café/bistros with outdoor dining, retail, new attractions, a hotel, space for arts or cultural attractions, a multi-modal mobility hub, limited boat storage, and dinghy docks.
  - Construct enhanced gateways near the intersections of Bali, Mindanao, and Fiji Ways with Lincoln Boulevard.
- **Fiji Way Area:** The general land use and urban design ideas aim to realize a more boater-serving atmosphere with an emphasis on launching, storage, service/repair, charter boat operations, and parking to support these uses:
    - Develop a new boat launching and storage facility in and around the area currently occupied by Fisherman's Village. This facility would be equal to or better than the current launching facility and would be required to be operational prior to removing the existing facility.
    - Retain boat servicing, repair, and operations uses.
    - Construct a continuous waterfront promenade with additional pedestrian linkages to make walking and bicycling more pleasant for visitors and residents.
  - **Urban Design Guidelines:** Develop an updated set of urban design guidelines to address elements of the built environment such as building design, promenade design, lighting, gateways, and the provision of public furniture.

## ***Themes***

The following list includes the overarching themes that emerged from this input process and represent areas to address in the Marina.

- Develop activity districts.
- Improve mobility and directional signage.
- Enhance the image of the Marina and its built environment.
- Enhance recreation opportunities.
- Provide public gathering spaces.

These themes are discussed in greater detail below.

### **Activity Districts**

The participants and consultants in the visioning process identified areas where existing activities are currently clustered. However, even with recreational activities and special events occurring in clustered areas, the Marina still requires visitors and residents to travel to numerous places to take advantage of the amenities it has to offer.

The take-away ideas from the public and consultants concerning activity districts are:

- Organize uses in the Marina into districts
- Create a dedicated civic center area to serve as a community anchor
- Identify spaces for arts and culture to broaden the mix of activities and attract different kinds of visitors who otherwise would not have experienced the Marina
- Enhance the non-motorized boating activities at Marina Beach and elsewhere in the Marina
- Ensure family-oriented activities at Marina Beach
- Enhance the visitor-serving retail with entertainment uses in the area along Fiji Way
- Build on the success of existing visitor-serving retail along Admiralty Way by developing a major visitor-and resident-serving, entertainment, and retail center on the site of the existing boat launch ramp

### **Mobility and Directional Signage**



A large number of comments and suggestions provided by the community, stakeholders, and consultants were directly related to issues of accessibility and mobility. In particular, there was concern that getting around the Marina is not easy, reliable, or as safe as it should be. Pedestrian circulation is hindered by a non-continuous promenade, the separation of employment areas and hotels from visitor-serving uses by inadequate sidewalks and by busy streets with limited pedestrian crossings, and competition for space with other uses. Inconvenient and hard-to-find parking arose as another issue.

The take-away ideas from the public and consultants concerning mobility and directional signage are:

- Develop mobility hubs at strategic locations throughout the Marina where modes of travel come together and provide the opportunity for convenient transfers between modes.
- Implement “park once” districts centered on the mobility hubs.
- Provide year-round water taxi service and add a shuttle to serve all parking lots and key Marina destinations.
- Enhance and provide clear directional signage to shuttle stops, water taxi stops, and specific destinations.
- Provide convenient parking and access for boaters and their trailers.
- Ensure a continuous pedestrian promenade through the entire Marina.
- Improve bicycle facilities throughout the Marina

### **Image and Built Environment**

Many community members provided input on how people perceive the Marina. The impression was that while the Marina continues to attract a wide variety of visitors, its development pattern does not emphasize the waterfront and available water-based activities and its overall ambience and appearance do not reflect that of a world-class facility. For this and other reasons, members of the community expressed concern that the Marina continues to be an afterthought in many people's minds. The consultants also noted that the Marina's architecture and infrastructure were generally dated. Further, it was determined there is not enough range of activities in the Marina to cater to the needs of visitors and residents.

The take-away ideas from the public and consultants concerning image and the built environment are:

- Beautify the Marina by updating infrastructure and encouraging high-quality design for new public and private developments and the promenade.
- Provide additional restaurant, retail, and cultural activity opportunities for visitors and residents, particularly near the waterfront.
- Improve the perception of the Marina as a functioning harbor by integrating views of boating activities into public and private development.
- Highlight the Marina's wetland history by incorporating interpretive elements into new development.
- Promote the perception of the Marina as a natural environment by highlighting its diversity of wildlife.
- Announce arrival to the Marina by incorporating unique gateways at vehicular, bicycle, and pedestrian access points.

### **Recreation and Activities**

Marina del Rey features an array of activities on land and water. Community members recognize this as the strength and attraction of the Marina. Non-motorized and motorized boating stakeholders as well as community members emphasized that boating is especially critical to the Marina's culture and economy. Boating-related issues raised by the community ranged from a lack of waterside directional signage to the need for tie-up boat slips near restaurants and at the waterfront to access landside facilities. The consultants also noted the importance of the recreational character of the Marina and provided suggestions for how to minimize conflicts between these users and other visitors and residents.

The waterfront and the Promenade were also highlighted as critical components of Marina del Rey. In addition to the access and circulation issues discussed above, the Promenade is underutilized and some felt that it can be unsafe for co-existence of different uses.

- The take-away ideas from the public and consultants concerning recreation and activities are:

- Minimize locations where boaters and trailers interact with other modes by creating and maintaining access areas separate from those for general harbor visitors.
- Include a trailer queuing area prior to and following boat launching.
- Enhance boater amenities at Marina Beach and provide additional facilities for non-motorized boaters in other Marina locations.
- Install dinghy docks at visitor-serving and civic locations such as restaurants, shops, and the library.
- Expand family-oriented recreation opportunities.
- Promote the area's wildlife-viewing opportunities.

### **Public Gathering Spaces**

Many of the participants expressed a desire to see more spaces for people to gather and enjoy the amenities that the Marina has to offer. The impression was that while the Marina currently offers a number of places for people to engage in outdoor activities, there could be more opportunities provided in all parts of the Marina. The consultants also noted that public gathering spaces are essential in defining places within the Marina.

The take-away ideas from the public and consultants concerning public gathering spaces are:

- Develop vibrant waterfront public gathering spaces at strategic locations and supported by recreation, food, and entertainment options.
- Use public gathering spaces as focal points for new development.
- Use new public gathering spaces as view corridors to the water and activities occurring upon it.
- Provide traditional green park space on the west side of the Marina.
- Provide additional lighting along the promenade and throughout the Marina (waterside and landside) to increase safety.
- Install street furniture at public gathering spaces.

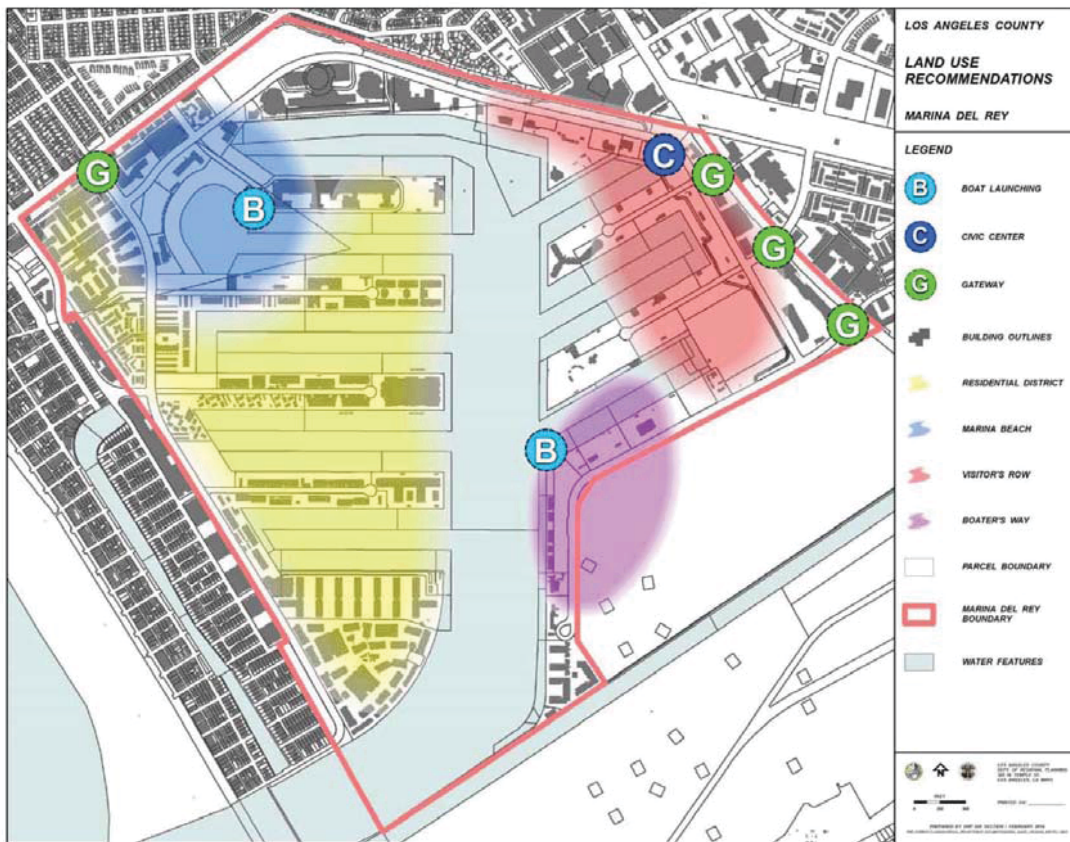
## RECOMMENDATIONS

Marina del Rey should be a safe, easily-navigable, attractive, enjoyable, and economically-robust community for everyone, whether they are visitors, small-craft boaters, residents, shoppers, business proprietors, bicyclists, or curious tourists. Based on the extensive community input and analyses from the technical and consulting teams, to the Department of Regional Planning developed a series of recommendations that will help guide the development of Marina del Rey into a world-class and vibrant destination and community.

### Land Use Recommendations

The results of the public input gathered and the technical work prepared by the consultants were combined to identify the types of uses that could be located successfully within Marina del Rey and general locations for their development. Using this information, the County makes the following land use recommendations:

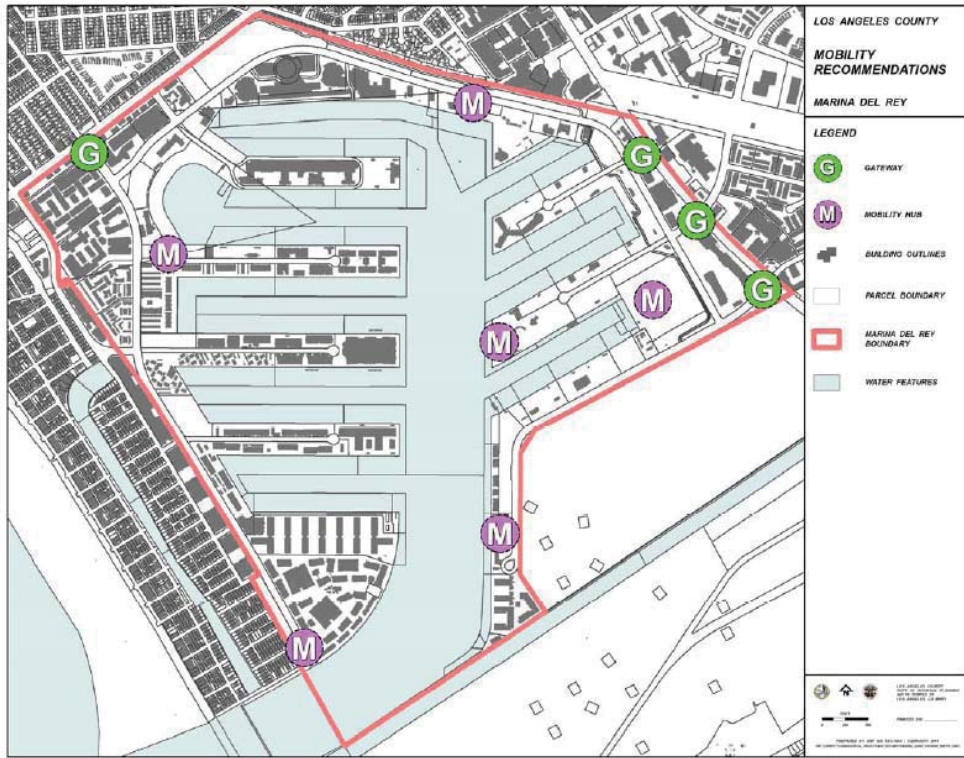
- Group land uses into four districts.
  - The Residential District is intended to remain a predominantly residential area.
  - Marina Beach is intended to be developed with marine-related, beach-oriented, and other related uses.
  - Visitor's Row is intended to be developed with visitor-serving uses.
  - Boater's Way is intended to be a boating center where boating-related businesses and services are located.
  - Relocate the existing boat storage and launching facility from its current location along Admiralty Way to the area occupied by visitor-serving retail and commercial uses at the end of Fiji Way adjacent to the main channel.
  - Retail boat service, repair, and operations uses in the area at the southerly end of Fiji Way.
  - Redevelop parcels 49M/R/S as a major visitor-serving, entertainment, and retail center.
  - Co-locate visitor's center, harbor administration offices, and the Lloyd Taber-Marina del Rey Library around the area currently occupied by the Library.
  - Enhance the non-motorized boating area at Marina Beach and elsewhere in the Marina.
  - Develop urban design guidelines to assist in the design of public and private redevelopment projects.



**Mobility Recommendations**

The results of the public input gathered and the technical work prepared by the consultants were combined to identify a series of enhancements to the mobility and circulation system that would improve the ability of people to get around the Marina efficiently and safely. Using this information, the County makes the following mobility recommendations:

- Develop multi-modal mobility hubs that would co-locate vehicular, transit, bicycle, and pedestrian facilities at strategic locations throughout the Marina and serving each district.
- Develop park-once districts around the mobility hubs to allow people to quickly enter the Marina, park, get out of their cars, and navigate the Marina without the use of cars.
- Improve directional signage.
- Develop gateway signage at main access points to the Marina.
- Enhance bicycle and pedestrian paths and the overall walkability of the Marina.





**IMPLEMENTATION PROGRAM**

**Intended Use of the Visioning Statement**

Implementing the recommendations discussed herein can be achieved through a number of mechanisms, including enhancements to existing development and by requiring redevelopment projects comply with design guidelines. The Marina del Rey Visioning Statement will serve as a guide for future development in the Marina. County departments will refer to this Visioning Statement to guide:

- Decisions concerning individual project components.
- Negotiations for lease extensions and new leases.
- Work programs for County departments with responsibilities in the Marina.
- Policy changes regarding the Marina del Rey Local Coastal Program.

**Implementation Actions**

This section identifies actions to implement the contents of this vision, as well as the department responsible for implementation. The following table details whether an action could be accomplished in the short-term or in the long-term. The County will undertake the short-term implementation actions as its priorities while incorporating the long-term actions into the work programs of the appropriate department or agency.

Implementation Action Implementing	Agency
<b>Short-Term</b>	
Develop urban design guidelines to inform the look, feel, character, and composition of both public and private areas in the Marina	DRP/DBH/DPW
Designate mobility hub locations so shared parking agreements and facility consolidation, waterbus route optimization, land-based public transportation expansion, and bicycle and pedestrian facility improvements can occur	DRP/DBH/DPW
Construct continuous waterfront promenade where safety allows	DRP/DBH
Develop community-level signage plan to strategically locate branding, informational, and on-and off-site directional signage	DRP/DBH/DPW
Install both landside and waterside gateway improvements at Marina access points	DBH/DPW
Install bicycle path improvements and safety enhancements, such as lane striping and directional signage	DPW/DBH
Provide non-motorized boating amenities at Marina Beach	DBH
Upgrade amenities at Marina Beach, such as shade structures and restrooms	DBH
Develop landscaping species menu	DBH/DPW/DRP
Install plan-consistent public realm landscaping	DBH
Construct Parcel 9 wetland park	DBH
Identify revenue source(s) in addition to the Accumulative Capital Outlay fund to provide resources necessary to implement public realm improvements in lease negotiations	DBH/BOS

<b>Long-Term</b>	
Partner with community groups and organizations to develop and provide low-cost boating opportunities and recreational activities	DBH
Acquire strategically-located lease parcels	DBH
Construct dinghy docks at public facilities	DBH
Expand operation of waterborne and landside public transportation services	DBH
Strategically relocate and consolidate public parking	DBH
Relocate boat launch ramp and boat storage facilities	DBH/DPW
Consolidate civic facilities into a single location	DBH/DPW
Implement infrastructure upgrades to Marina Beach	DBH/DPW
Construct public boathouse facility	DBH
Implement Burton Chace Park Master Plan upgrades	DBH
Implement water treatment and capture best management practices and strategies to improve water quality	DBH
Realign the bike path in conformance with the County Bicycle Master Plan, the Marina del Rey Land Use Plan, and the mobility plan	DPW
Implement a bike share system	DBH/DPW
Install plan-consistent public realm landscaping	DBH
Construct continuous waterfront promenade where safety allows	DRP/DBH
Provide expanded visual access to the water at key locations	DBH
Attract a regional-draw-type use to the Marina	DRP/DBH

BOS \_ Board of Supervisors  
 DBH \_ Department of Beaches and Harbors  
 DPR \_ Department of Parks and Recreation  
 DPW - Department of Public Works  
 DRP \_ Department of Regional Planning

**Annual Work Programs**

The implementation actions identified in the table above will be accommodated by the annual work programs of DRP, DBH, and DPW, as staff and resources become available, and as land use opportunities arise.

**Urban Design Guidelines**

The guidelines will be crafted such that they provide direction on appropriate redevelopment and infrastructure projects so the Marina is developed in a consistent, coherent, and high-quality manner. Unlike the Marina del Rey Specific Plan, which contains detailed development standards, the design guidelines are intended to shape the general character, look, feel, and composition of Marina del Rey.

The guidelines will not be certified by the California Coastal Commission or adopted by the Los

Angeles County Board of Supervisors. Instead, they will serve in an advisory capacity to allow the contents to evolve over time as needs, tastes, and trends change. It is expected that the guidelines will be used by the development community, staff at DRP and DBH, and the Design Control Board to guide and inform redevelopment in the Marina.



## **BACKGROUND**

### **History and Setting**

Marina del Rey is an unincorporated community in Los Angeles County bounded by the City of Los Angeles on all sides with Washington Boulevard on the north, Lincoln Boulevard and the Ballona Wetlands on the east, the Ballona Creek and Marina del Rey harbor entrance channel on the east and south, and the community of Venice on the west. Marina del Rey encompasses 807 acres, and the area's land and water is owned by the County of Los Angeles and leased to private leaseholders on long-term agreements. Today, it is the largest constructed small-craft harbor in North America and Marina del Rey is home to approximately 9,000 residents.

Marina del Rey as it exists now was a long time in the making. Construction of the jetties for the present entrance channel began in December 1957, but efforts toward realizing a harbor at this location actually began some twenty years earlier. After many years of construction delays, storm damage, and other assorted development problems, Marina del Rey eventually progressed toward completion. A formal dedication of the Marina del Rey Harbor was held on April 10, 1965.

### **Visioning Process**

In April 2013, the Los Angeles County Department of Regional Planning (DRP) embarked on a wide-ranging outreach effort to solicit public input in crafting a vision for the future of Marina del Rey. The ideas generated by the community over the course of the process have been used to develop future policy and implementation strategies for improving this important County asset.

As part of the comprehensive community outreach process, DRP staff worked with the outreach consultant to design and initiate a broad-based community dialogue informed by targeted research and information gathering. The team employed a range of methods and formats to provide opportunities for the whole of the Los Angeles County community to participate, with an emphasis on the process being interactive. The outreach program included community workshops and an interactive website to enable a virtual marketplace of ideas accessible by all.

These sessions generated valuable input and insights as to how residents and visitors interface with the Marina on a regular basis, setting the foundation for further research and discussions with the community.

County staff also fielded telephone calls and emails from many individuals and met with individuals requesting additional information and wishing to contribute their ideas and voice their concerns.

The County used the data accumulated during the visioning process to develop a new vision for guiding development in the Marina over the next 15 to 20 years. This Visioning Statement is the framework that will guide the Departments of Regional Planning, Beaches and Harbors, and Public Works with the delivery of public services that reflect the future needs of the community.

## **Background Studies**

Following this document are a series of technical memoranda detailing the design of the outreach process, existing conditions, analyses performed, and recommendations made by the outreach, market, mobility, and architecture/ urban design firms that assisted DRP in the Marina del Rey visioning process. These memoranda, along with the input received from the community and stakeholders, form the foundation upon which the recommendations described above are based.

**From:** [Ira Teller](#)  
**To:** [Laura Herrington](#)  
**Cc:** [Gina Natoli](#); [jschwartz@blaschwartz.com](#); [JeniferAntonelli@actionlife.com](#); [jaygeissinger@yahoo.com](#); [navidasgari@yahoo.com](#); [s.isenberg@impactav.com](#); [mdavidson@actionlife.com](#); [calfieri@actionlife.com](#); [jesse@jesseweinberg.com](#); [debpodus@aol.com](#); [robertsides@hotmail.com](#); [designingbytricia@yahoo.com](#); [nicolespohn@gmail.com](#); [pm2pt5@gmail.com](#); [natsuesmith@gmail.com](#); [Greg Strause](#); [Kevin Finkel](#)  
**Subject:** Re: Marina Visioning Statement  
**Date:** Saturday, May 10, 2014 2:31:42 PM

---

Hi Everyone.

I thought you might be interested in the 2 emails I received today, which pertain to our efforts to keep the Marina as it was intended, not as it could be redeveloped.

Best,

Ira Teller

From Roslyn Walker

12:32 PM (1 hour ago)

to me  
Hi Ira,

In the event you are still interested in or know others who may be interested in the prospective County plans on Admiralty across from our buildings, etc., BRUCE RUSSELL has been quite active for a long time in this area and has written a book he has titled, in part, "The Sell-Out of Marina del Rey." I have a few copies of these books and am sending you his email to me regarding this subject. For people interested in this subject, reading the book through to the end would, I believe, be quite informative and helpful.

I'll be glad to give you a book if you are interested.

Please let me know and I'll leave it at the desk for you.

Just curious, has anything further transpired with any of our buildings here in this regard? Now is the time!!!!!!

r  
o  
zwalker  
(310) 301-9196

Begin forwarded message:

From: Robert Russell <bxrussell1@aol.com>  
Subject: Re: BOOKS  
Date: May 10, 2014 at 12:18:30 PM PDT  
To: rozhen@mac.com

Roz, Not too late. I believe I am addressing Venice Neighborhood

Council May 20 and also lined up for talking to Oxford Triangle and Del Rey Neighborhood Council. Message is that county is creating a traffic nightmare by turning low traffic boatyards on Admiralty Way into high traffic shopping malls (they have announced Trader Joes which is highest traffic of all), Aim is to get the county to back off. Fortunately the county is over a barrel on one of their malls because they have to move the public launch ramp between Mindanao and Fiji before they can instal shops and the move is costly and unpopular with boaters. Any neighborhood pressure will come in useful and if you have any sort of homeowners outfit in Regatta I'd be more than willing to make a presentation based on book. County is holding meeting of Small Craft Harbor Commission in Burton Chace Park 6 p.m. May 28 about their stupid visioning process which is simply a cover for their own expansion and it is where the launch ramp move project came up. cheers.. bruce

On Tue, Apr 29, 2014 at 2:42 PM, Laura Herrington <laurah@hydraulx.com> wrote:

> My apologies, it is Tuesday, the 13th!

>

> Laura Herrington

>

> Asst. of Greg and Colin Strause

> Hydraulx

> 12901 W. Jefferson Blvd.

> Los Angeles, CA 90066

> 310-319-2300 (Office)

> 314-703-2407 (Cell)

>

> -----Original message-----

> From: Laura Herrington <laurah@hydraulx.com>

> Sent: Tuesday 29th April 2014 14:35

> To: Gina Natoli <gnatoli@planning.lacounty.gov>

> Cc: ischwartz@blaschwartz.com; JeniferAntonelli@actionlife.com;

> jaygeissinger@yahoo.com; navidasgari@yahoo.com; s.isenberg@impactav.com;

> mdavidson@actionlife.com; calfieri@actionlife.com; jesse@jesseweinberg.com;

> debpodus@aol.com; robertsides@hotmail.com; designingbytricia@yahoo.com;

> nicolespohn@gmail.com; teller.ira@gmail.com; pm2pt5@gmail.com;

> natsuesmith@gmail.com; Greg Strause <greg@hydraulx.com>; Kevin Finkel

> <kfinkel@planning.lacounty.gov>

> Subject: RE: Marina Visioning Statement

>

> This meeting is scheduled for Tuesday, May 14th @ 10a. It will take place in

> the board room at the Cove which I have already reserved. If you are

> attending please let me know!

>

> thanks,

>

> Laura Herrington

>

> Asst. of Greg and Colin Strause

> Hydraulx

> 12901 W. Jefferson Blvd.

> Los Angeles, CA 90066

> 310-319-2300 (Office)

> 314-703-2407 (Cell)

>

>





**From:** [Marina Del Rey Sportfishing](#)  
**To:** ["Marina Del Rey Sportfishing"](#)  
**Subject:** FW: Visioning!!  
**Date:** Thursday, May 22, 2014 12:05:27 PM

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With all due respect , I feel that The Powers That Be in the visioning process do not fully comprehend Marina del Rey Sportfishing, and with the imminent loss of Dock 52 and now Fisherman's Village in question, I have yet to see anything definite for the future location of our operation...

Last year, Marina del Rey Sportfishing's fleet of five 40' to 75' boats took about 30,000 people out on our various public and private sport fishing trips, another 12,000 or so Whale Watching and ECO Touring as well as nearly 1,000 kids from the Los Angeles area on our youth fishing program, and students from Braille Institute, Foundation for Jr Blind, Disabled American Vets and other similar organizations.

That is over FORTYTHOUSAND persons. Diverse, from all walks of life; Women, men, kids and seniors and families from all over The World, The Nation, The State, The County and Cities!

I will dare say that Marina del Rey Sportfishing is quite probably the Largest Provider of Public Access To The Water in Marina del Rey and we strive to provide this service at as affordable price as possible so that as many folks as possible can come enjoy .

Above all else, We have Two Basic Must Have Requirements: Live Bait and Parking. Unlike any other charter operators, we need Live Bait, Lots of it, so Adequate Live Bait Receivers with at least a 1,500 scoop capacity are A Must, and we need Adequate Parking and it really has got to be steps from our dock.

LIVE BAIT: Live Bait Party Boat Sportfishing is a unique So Cal activity and every harbor from San Francisco to San Diego has a live bait facility. We need the bait capacity serve the daily needs of our fleet, to sell to private boaters and so we can stockpile bait when we have the chance so we have a supply when the anchovies and sardines get scarce and the receivers have got to be located in an area with plenty of current, not back in a basin, so's to ensure a constant supply of water to the fish in the wells. The recent anchovy die off here is a glaring example of this need.

PARKING: Adequate Close To The Dock Parking is a must. Fishing is an equipment intensive sport and at least half of our customers bring their own rods, reels, tackle boxes, ice chests etc. and after their trip, they'll usually have gunny sacks of whole fish or zip lock bags of fillets as well as their gear. Just imagine having to drag all of this any distance to your car, or mingling with non fishers on a packed bus or shuttle on a hot August Sunday afternoon.

As an aside, At our current Fisherman's Village location, we are also probably the only spot in Los Angeles County where the general public can easily and safely come and see a real, live working fishing dock! On weekends, often hundreds of people line up along the boardwalk above our docks, and bait wells where they enjoy the view, watching and photographing and painting pictures of our nets and boats and equipment and sea life and just taking in the sights and smells...Everything that comes along with a Real, Working fishing dock.

Marina del Rey Sportfishing, a Core Use in Fishermans Village and one of the first viable businesses in The Marina when it opened is All For redevelopment in The Marina, provided it is done in a reasonable, realistic and responsible manner and that our unique, special needs are met.

We are proud to be here, nearly 25 years under current managment, and strive to continue to provide a service and operation that everyone associated with Los Angeles County can too be justly proud of.

Sincerely,

Rick Oefinger, President

# The Bridge Group

3844 Channel Islands Blvd. • Suite 516 • Channel Islands, CA • 93035 • Phone (805) 263-6455 • Fax (805) 263-6787  
ADDRESS CHANGE: 1237 S. Victoria Avenue • Ste 506 • Oxnard, CA 93035 • Phone & Fax Numbers remain the same

May 27, 2014

Mr. Allyn Rifkin, Chair  
And Members  
Marina del Rey Small Craft Harbor Commission  
Los Angeles County Department of Beaches and Harbors  
13837 Fiji Way  
Marina del Rey, CA 90292

Mr. Peter Phinney, Chair  
And Members  
Marina del Rey Design Control Board  
Los Angeles County Department of Beaches and Harbors  
13837 Fiji Way  
Marina del Rey, CA 90292

RE: MARINA DEL REY VISIONING PROJECT

Dear Honorable Chairmen and Members:

I am writing to urge you and the other County leaders to carefully consider before opining on the relocation of the Public Launch Ramp to the Fisherman's Village area and the concurrent relocation of its uses to the Launch Ramp site. Please know I make my comments respectfully and out of concern for the future of Marina del Rey. I also make them with hindsight. It is my intent to focus my comments primarily on the Fisherman's Village use relocation, although some discussion of the launch ramp cannot be avoided.

I have been carefully following the County's Visioning Program and have great regard for Ms. Natoli and others who have worked diligently to secure input from the community. I eagerly supported their efforts and made certain they were aware of key community members who may not have been obvious to the County. Like others I anticipated great results. Despite the fact that in recent years the Marina has gone through two prior significant but unsuccessful attempts at forward planning, many, like me, reasoned that this is a whole new team at both RP and DBH: new thoughts, new ways, new process.

To be honest, my heart sunk when the Plan was published. Although it contains many worthy and notable aspects I was shocked and disappointed to see that a plan to relocate the Public Launch Ramp and its adjacent uses to the Fisherman's Village site and its adjacent parcels was, again, on the County's agenda. For me, this one scenario overshadowed everything else. When checking with others, I verified it was a *complete surprise* to every person I spoke with. It hit hard because neither RP nor DBH once brought up, suggested, intimated or sought feedback on this concept as a possible use alternative in *any* of its meetings or discussions, big or small.

It is true that many commented on the need to make certain that future Marina plans include a focus on boaters, boating and access to marine activities. I would wager, however, that not one of these individuals would say their comments were intended to support or even suggest a relocation of the launch ramp. What they were talking about was the need for boater-adjacent parking for rowers, boater education for all ages, boater-focused amenities and public access to the water and water activities, both passive and active. Moving the launch ramp and its adjacent facilities was far from their thoughts, especially for the key MdR stakeholders who remember so well the angst and anger resulting from the Vestar project which also had the relocation of the launch ramp as a core component to its project. Never did any of us think the County would take that route again. And to exacerbate the situation, all but one of the Noble launch ramp configurations eliminates one of the only two boat maintenance facilities in MdR – just as the TMDL/copper boat bottom issue looms over the entire marina.

It is also true that the representatives of the MdR hospitality industry as well as numerous community stakeholders commented repeatedly about the need for desirable, contemporary and meaningful retail, restaurant and entertainment venues but, they were, in fact, focused on an *immediate* major improvement of Fisherman's Village site which they believed has been too long in the pipeline. This theme ran continuously throughout the Visioning hearings and the meetings. They wanted the County to move it forward now, not in the future.

### **THE BACK STORY**

There is and has been for many years an urgent and universal cry for the immediate redevelopment of Fisherman's Village. It comes from all sectors and, whether accurate or not, has been squarely aimed at the Lessee for not doing anything that could be seen and at the County for not making the Lessee redevelop. Hospitality Lessees have urged that tenants, such as unique restaurants, be secured that support the success of Marina tourism. These Lessees have grown weary of sending guests to Santa Monica or Los Angeles due to the dismal state of the Marina's only waterside "entertainment" venue. It is a fairly easy concept: MdR rooms sell because people enjoy/love staying close to the water, to participate in the water, to walk along the water, to dine beside the water's edge. Guests pay a premium to enjoy waterside sunsets and they want to do it in shorts! That IS how MdR sells its product worldwide. At the same time locals have been upset: They want the same venue as the tourist but also have a pride factor. Locals want a venue they can be proud of when they visit and when they bring their friends to visit. They want a contemporary waterside gathering place for both families and adult entertainment. And to the public, nothing of substance was happening.

Several months ago, after months of expressed public frustration at your Commission meetings that the redevelopment of Fisherman's Village was inexplicably on-hold, there was an outpouring of public appreciation when you and your members of your respective Commissions *both* gave unanimous and complete support for the *expeditious* demo/reconstruction of Fisherman's Village. The Lessee was present at both meetings and reported he was ready, willing and able to proceed. We all thought the process would begin to move. We were wrong. Stalling continued and no one understood the reason – until the Plan was announced. Then we all understood.

To be honest: I, like many, had heard the gossip: the reason FV was not moving forward was that there was a County plan afoot to relocate the launch ramp to Fisherman's Village. I dismissed this as rumor because, like some of you, I remember the Vestar project very well: Public and boater outrage was capped with restraining orders on the County and the potential Lessee, wrath was directed toward the Board of Supervisors, especially Supervisor Knabe and DBH Director Wisniewski. I remember that reputations suffered tremendously. It was the beginning of a downward slide that is just now calming as old memories fade and new stakeholders come into focus.

### **THE PURPOSE OF THIS LETTER**

Although I can speculate there may be other contributing factors, it is now obvious and undeniable that the reason Fisherman's Village redevelopment (which, as far as I know, has no detractors and only avid supporters) is being held up is because the County wants to relocate dry boat storage, boater parking and the Public Launch Ramp on this and the adjacent parcels, and to, concurrently, cluster entertainment and retail-type venues along Admiralty Way at the current launch ramp site.

I respectfully but strongly disagree with this Plan.

### **WHY THE LOCATION OF FISHERMANS VILLAGE SHOULD NOT CHANGE AND WHY ITS CURRENT LOCATION AND THAT OF THE PUBLIC LAUNCH RAMP ARE RIGHT**

#### **IT'S ALL ABOUT THE MAIN CHANNEL AND IS NOT A SIMPLE MATTER OF SWAPPING PARCELS**

The founding fathers of Marina del Rey got it right. The County cannot relocate the elements that make FV the perfect location for its uses any more than they can relocate the elements that make the Public Launch Ramp the perfect location for its uses.

- **MAIN CHANNEL WATER VIEW FROM THE LAND:** The Main Channel IS the perfect place to experience marine activities from land and Fisherman's Village is in the exact right location for visitors and residents to experience them. It is *the only place* in the whole marina that is an entertainment venue where locals can spend many leisurely hours touring the Marina in the water taxi, then enjoy a waterside meal while watching the action of the Main Channel. The activities that take place on the Main Channel ARE fun to watch, they are entertaining and interesting and varied. From minute to minute, from hour to hour, a visitor never knows what may pass by: Boats of every size, large graceful sailboats under

full sail, power boats with flying bridges, little electric boats with funny names, kayakers and rowers, kids learning to sail, seals and birds, fishing boats loaded with families out for a day on the water, boat races, fire boats spouting water, and parades -- all strutting their stuff.

- **LAND VIEW FROM THE MAIN CHANNEL WATER:** FV is also the perfect view from a boat entering the Main Channel. Imagine the difference in the boater's view if all he would see is a plethora of boats stored on an asphalt parking lot. There would be no colors, no flags, no people waving. Just boring silence where today he sees the colors of Fisherman's Village alive with people and music (or that of a beautiful big, new, exciting and expanded retail, restaurant, entertainment venue).
- **WATER VIEW FROM THE END OF A CHANNEL:** None of this excitement happens in the secondary channels. Marine activity at the culmination of H Basin which is where the Plan wants to relocate the FV use, is minimal and always will be. No matter how fancy, how upscale, how beautiful, the Main Channel is where the excitement and the fun is. To prove my point, may I suggest you invite those making these decisions to eat lunch at Café del Rey or Tony P's or the Warehouse. Great views of boats and fun to view – but static. In contrast, ask the same people to consider the view of the main channel from Director Gary Jones' office. Ask Mr. Jones' which he prefers. It is obvious
- **THE LAUNCH RAMP LOCATION** We all understand the generalized stakeholder disdain for anything that even approaches a shopping center along the water and, conversely, the passionate support for anything that speaks and brings to the forefront "boating", "marina", "water access", "water view". Others have reported in detail the issues of Main Channel navigational complexities, and the Main Channel wind and its effect on basic boater safety. To that we add our concern that moving a well-used, well-designed and well-liked launch ramp from its current location to the Main Channel and thereby relegating boating out of sight, to "the back of the marina" may cause significant hostility as boaters and others will, predictably, perceive it as moving boating from a primary use at the forefront of the Marina to a secondary location, pushed out of public view -- all in favor of retail.

Admiralty Way is the "front door" to Marina del Rey. The three most prominent and well-known entry streets (Bali Way, Mindanao Way, Fiji Way) to the Marina all spill onto Admiralty. By creating a continuous shopping, entertainment, restaurant venue along most of the entire length of Admiralty Way (almost all the way to Via Marina), while eliminating obvious evidence of marine activities, is in direct conflict with what the Marina is all about. Marina del Rey has finally begun to move forward but legal action by opponents could result in development delay. It has already taken decades longer to re-develop within MdR than it has in the surrounding City. Bottom line: if the goal of the County leadership is to maximize dollars, the plan to relocate the Public Launch Ramp and replace it with retail and entertainment puts this in jeopardy. Every day development is delayed, money is lost. So, when it gets down to the core, no one wins and everyone loses.

## **THE ECONOMIC IMPACT OF DELAY**

**TIME IS MONEY** It is obvious that the need for redevelopment of the Village, a MdR icon, is a need *today*. It is obvious that redevelopment of a larger and more significant project, not remodeling what is there, is necessary to create a landmark project which will provide a

significant financial return to the County. It is obvious that the sense of local pride in this Marina del Rey icon will be restored and public and private embarrassment at its current condition will be gone. It is obvious that the name "Fisherman's Village" has served its time and needs to be updated. These facts are known to everyone. Also obvious is that the need is *now*, not later. Timing is critical. The Marina's hospitality businesses are fighting for a place on the world stage. How long will it take to raise cash, entitle, demo, re-build and relocate these uses? Five years? Ten years? Meanwhile the County's own assets are grasping and begging for support.

I am reminded:

Success in terms of time and financial reward *comes to those in MdR*  
*who fully recognize and accept*  
*that the primary purpose and venue of Marina del Rey*  
*is the Marina, the Water and the public access to it*

### **THE REALITIES OF MdR AND ITS WATERFRONT LOCATION**

- To be fast, efficient and effective in development, it is essential to recognize that the MdR stakeholders, including the California Coastal Commission, want (actually, demand) boating and water uses to be the **prime** attraction, not secondary; that, these same groups want great restaurants and entertainment to combine seamlessly with water uses and views.
- In the practice of planning and zoning, massing in the way being considered, is common. We understand these principals create success in many communities and, further, understand that municipal planners often employ zoning clusters such grouping together industrial uses and "working" uses in one area and exciting, traffic generating entertainment and retail, people-attracting venues in another, and residential uses in still another and that this practice contributes to the creation of an environment people like and in which they feel comfortable and "settled".
- *But we also know that Marina del Rey is different.* It is a very small environment; it cannot be everything or serve every need. We also understand that the Marina is not a blank page. Experience teaches us *stakeholders want, like and expect the County (and even the Lessees) to do all possible within logical reason to manage and plan the Marina around boating and marine activities.*
- *Stakeholders and visitors alike* want and expect to see the "working" or boating uses front and center. They come to see views of the water and want nothing to displace the water experience. They do not come to a Marina del Rey entertainment venue to seriously shop. They come to play, to dine, to relax, to experience the water. They go elsewhere for non-water-related retail. Boating and marine access IS the draw and IS the entertainment. Stakeholders and visitors have shown us they have no problem "hunting" for a remote entertainment location – and will support it with their dollars if it is contemporary, fun, interesting, educational, delicious, relaxed, safe – but it must be, first and uniquely, water-oriented. Without the water, it is just another entertainment /shopping center, no matter how fine or how fancy, it is no different than the hundreds all over L.A.

- The community and CCC have been adamant that they want boating and marine activities to be evident throughout the marina. Relocating the launch ramp off its current site because, presumably, the land could *potentially* bring greater dollars or because boat launching presents as an unexciting entrance to Mdr is dangerous thinking. Dressed up and re-thought with related uses, the launch ramp can be a great Mdr entry.

### **AND FINALLY, FINANCIAL SUCCESS FOR EVERY Mdr SECTOR**


Although we have addressed the issue of water and marine access, it would be naïve to not emphasize that the seamless blending of uses is what compels financial success. The ADR of a hotel room with an active marine view is higher than one with a static city view. A person buying a cup of coffee or a couple lingering over a glass of wine in a Main Channel restaurant – all buy another because the kids in their sailing class are passing by or, in the next hour, a Tall Ship is due to enter the marina and the fire boats will soon be pumping giant streams of water in celebration. This ever-changing scene IS what compels a financially successful waterside entertainment project: the Subtenant sells more so the Lessee pays more rent at higher rates, and the County of Los Angeles collects more for the benefit of all its stakeholders. And, to know all of this is going on while day boaters of all experience levels launch and retrieve their boats from a safe and secure location. Great thought!

### **TO WRAP UP**

*I respectfully ask your respective Commissions to urge the County to evaluate with the utmost care and consideration the locations of these uses. The issue before you is not who is the Lessee or who is the potential Lessee but what is right use for each location in Marina del Rey and what location for what use will maximize the Marina's unique benefits for all the millions of people who will enjoy its splendor.*

Sincerely,

THE BRIDGE GROUP

  
Patricia Younis  
Principal

Cc: Don Knabe, Supervisor 4<sup>th</sup> District, Los Angeles County  
Gary Jones, Director, Los Angeles County Department of Beaches and Harbors  
Richard Bruckner, Director, Los Angeles County Regional Planning



**Thomas F. Armstrong, DDS DABDSM**

*Diplomate, American Board of Dental Sleep Medicine*

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May 27, 2014

Mr. Gary Jones

Director, County of Los Angeles Department of Beaches & Harbors

13837 Fiji Way

Marina del Rey, CA 90292

Re: Marina del Rey Launch Ramp/Storage Facility Relocation Concept

Dear Director Jones,

This letter is in response to the proposed relocation of the existing Marina del Rey (MdR) boat launch and adjacent boat storage area from its present location to the Fisherman's Village area. Based on review of the various documents regarding this item, including the Project Memorandum developed by Noble Consultants, Inc. (dated June 12, 2013), several aspects of this proposal may result in increased risk of boating accidents and increased risk of legal liability to the Department of Beaches & Harbors, along with Los Angeles County. I believe that there are a number of inaccuracies and inadequately evaluated items that need to be brought to the attention of all parties, including the boating public that uses Marina del Rey and will be affected by the long-term consequences of any decisions made about this project.

As an enthusiastic boater, both power and sail, in Marina del Rey for over 46 years, I have first-hand experience with the variety of wind, wave, and tide conditions that are present there. In addition, I am familiar with the existing launch and storage facility, along with the area of the main channel by Fisherman's Village that is the proposed site for a new launch and storage facility. While currently residing outside the MdR area, I consider it to be my "boating home" and indeed have a boat there at the present time.

A few of many major areas of concern for the proposed relocation for which detailed additional evaluation is needed include:

- Cross-wind and cross-wave conditions that will affect the safe and expeditious launch and retrieval of boats
- Interference with MdR main channel traffic by boats entering and leaving the proposed launch area
- Safety issues with the myriad of small craft (kayaks, paddleboards, sailboats, and powerboats) that travel close to the seawall in the proposed launch area and will be at risk by boats that are launching or retrieving.
- Inadequately planned proposed launch float/dock space due to wind and wave effects

- Legal liability to Los Angeles County and Department of Beaches & Harbors as a consequence of questionable project concept and design.

These specific areas of concern are reviewed individually in the following discussion.

### 1. Orientation of Proposed Launch Ramp and Docks to Wind and Wave Direction

This is a critical factor in the usability of any launch ramp and float area for boats during the launching and retrieval process. The ideal position of floats for maximum use of dock/float space is parallel to wind and wave direction. This allows boats to be tied up on both sides without concern for wave and wind action causing them to be slammed and pounded against the docks.

This orientation is the current situation with the existing docks and launch ramp. The prevailing wind direction is “guided” along H channel so that it flows along the docks in a parallel manner. One can easily deduce this by observing that boats are launched and retrieved from the water using both sides of the docks (“floats”).

Not only is the wind guided along H Basin, but the wave action is similarly attenuated. By the time wind and waves have reached the docks, their velocity has decreased immensely from the main channel. This provides ideal conditions for the safe use of the existing launch ramp and docks.

This wind flow pattern is clearly documented in the Wind Study for Fisherman’s Village (2004) by Rowan, Williams, Davies & Irwin, Inc. referenced in the Project Memorandum and listed on the Marina del Rey visioning website.

Their flow diagrams show the severe crosswind condition of the proposed ramp location, and the greatly improved wind direction in H Basin at the existing public boat launch area.

On the other hand, the proposed relocation will place launch ramp docks in a cross-wind and cross-wave position. To quote the Project Memorandum (page 2), *“All of these wind directions result in cross-winds or beam winds during the launching and return of boats using the proposed relocated launch ramp that is aligned perpendicular to the Basin H seawall.”*

It should be apparent that some time spent actually observing the launch and return process by the consultants and department staff and directorship would go a long way to understand in detail why the proposed relocation is not in the best interest of boaters.

Not only is the proposed launch location in a cross-wind situation, but it will expose boats being launched and retrieved to the full force of wind and wave conditions. This in itself is a safety concern, increasing the difficulty of maneuvering any boat in close quarters.

In its Project Memorandum, Noble Consultants has made multiple errors in discussing this cross-wind and tide flow orientation of the proposed launch and comparison with the current launch ramp and docks. In particular, Noble Consultants further state that *“This is the same wind direction that boats docking within Basin H experience, and should be a favorable condition when temporarily using the launch ramp boarding floats, departing from the boarding floats or returning to the boarding floats.”*

First, as explained above, the wind direction is quite different at the existing launch area. It is definitely not a cross-wind. Secondly, concern for Noble Consultants’ expertise and real-world boating experience

is clearly illustrated when they suggest that a cross-wind condition provides a “*favorable condition when [temporarily] using the launch ramp boarding floats...*”

These statements are in complete contrast to general design and engineering guidelines for the construction of marinas and small craft harbors. One can find numerous references stating that a cross-wind orientation is very much undesirable for launch areas and associated docks.

A very small sample of reputable references regarding marina design includes:

California Department of Boating and Waterways (DBW), Division of Boating Facilities *Layout and Design Guidelines for Marina Berthing Facilities*. These have been regularly updated and published since 1960; Department of Defense, UNIFIED FACILITIES CRITERIA (UFC) DESIGN: SMALL CRAFT BERTHING FACILITIES. Current edition published in 2012; U.S. Department of the Interior, Bureau of Reclamation, RECREATION FACILITY DESIGN GUIDELINES; and the American Society of Civil Engineers (ASCE) *Planning and Design Guidelines for Small Craft Harbors*

The contraindications of cross-wind and cross-wave docks and launch ramps are well documented in these and a plethora of additional publications that describe the standards for these types of construction throughout the world.

Perhaps most pertinent to this discussion is the student manual for the UCLA MAC (Marina Aquatic Center) Basic Sailing classes. This clearly identifies the problems of cross-wind docks in Marina Del Rey with the instructions:

**“Sailboats shall never be left unattended on the windward side of the dock — even small waves can cause a great deal of damage by banging the boat into the dock. While alongside, hold boats away from the dock. Do not put you vessel into the water until you are ready to complete rigging and depart the dock as soon as possible.”**

Obviously, UCLA’s goal is to minimize damage to their fleet from windward side docking!

There is no justification for initiating this proposed launch facility relocation concept with obvious defective conceptual, location, and design aspects involved from the start.

## 2. Safety issues deriving from interference of main channel traffic by boats entering and leaving the proposed launch area

A serious consequence of relocating the boat launch ramp and accompanying docks to the H Basin Seawall/Fisherman’s Village area will be the creation of a hazardous traffic pattern due to slow-moving boats suddenly maneuvering into the main channel from the launch point. This is akin to a slow moving automobile in the merge lane not able to accelerate to the speed of oncoming cars, this creating a blockage to the smooth flow of traffic on one of our freeways. The slow-moving car causes others to back up behind it, with an all-to-common accident occurring. We have all had that experience!

The proposed launch ramp location will create a similar traffic hazard caused by slow-moving boats essentially being part of the main channel traffic as soon as they leave the launch dock. The opposite traffic risks will occur when boats will be slowing down as they approach the launch ramp to pull out. These boats moving at reduced speed will create monumental disruption in the overall boat traffic with ensuing risk of accidents and potential serious personal injury and possible damage to the actual launch ramp docks and surrounding facility if an out-of-control boat should collide with them.

This will be a direct result of removal of the “buffering zone” that the existing H Basin launch ramp provides. In other words, boats leaving the present launch area are able to gradually determine the optimal entry point into the main channel traffic pattern as they are slowly moving away from the docks along the H Basin channel. This minimizes the risks associated with sudden intrusion into the path of ongoing boat traffic.

Again, the Project Memorandum from Noble Consultants is significantly misguided regarding this when it states that *“Boats using this proposed launch ramp location and its alignment will have immediate and direct access to Marina del Rey’s main channel, and therefore will have less likelihood of boat traffic congestion versus traveling the length of Basin H when using the existing boat launch facility.”*

As succinctly explained above, the ability for boats to travel the short distance along Basin H and assess the main channel traffic before merging into it is actually an advantage of the current launch location. Forcing boats immediately after moving into the launch dock into the main channel will create congestion and a hazardous situation.

Any experienced boater knows that there is a large amount of “tidying up” on any boat once it has pulled away from launching docks. These activities include pulling up fenders, pulling in and stowing mooring lines, and generally preparing the boat to enter more trafficked areas. None of this can be done until the boat is actually moving away from the dock. The few minutes in H Basin/Channel allows these activities to be accomplished easily and safely.

A similar process must occur when a boat is preparing to dock. The boat must be slowed down and properly headed to the dock, mooring lines have to be ready, and fenders lowered into proper position. This takes time and distance.

With the proposed launch/retrieval area intruding into the main channel, these activities will be hurried with increased risk to crew, surrounding boats, and boats moored to the dock or on the launch ramp itself.

### 3. Safety issues from boats launching or retrieving from the proposed ramp area in close proximity to the numerous small craft in the area.

One of the advantages of Marina del Rey is the many areas available for small water craft to move around in. One of the common sites on any busy boating day are the numerous small boats, many operated by inexperienced sailors, kayakers, paddle--boarders, or motor-boaters, moving along the edges of the main channel. They often cluster in the Fisherman’s Village area.

This situation presents a definite safety hazard with boats leaving the proposed launch ramp/dock floats and the skipper and crew immediately focused on crossing the inbound traffic lane without incident, and then traversing the sail zone to reach the outbound traffic lane. Combine this with often inexperienced operators on small, hard to see watercraft, and this is an obvious recipe for accidents and injury. The possibility for a serious collision in these circumstances is immense. Not only a collision, but a potential drowning if a small craft is capsized and a non-swimmer boater dumped into the water and panics.

One can easily expand this scenario to a situation where a large, incoming power or sailboat, with limited visibility by the helmsman and minimal maneuvering capability, coupled with an pre-occupied boater just leaving the dock, could result in a major collision with numerous ramifications.

These potential problems would be readily apparent to any knowledgeable boater familiar with the layout and traffic pattern in Marina del Rey. It is, therefore, very disconcerting that these were not acknowledged in the Project Memorandum prepared by Noble Consultants.

#### 4. Inadequately planned proposed launch float/dock space due to wind and wave effects

As comprehensively discussed in #1 above, the proposed relocated launch ramp and dock area will be subject to crow-wind and cross-wave action. This will essentially make the windward portion of the proposed dock space unusable due to risk to both boats and embarking/disembarking boaters from sudden, forceful movements against the dock surfaces.

While full of errors, the Noble Consultants Project Memorandum did correctly describe the tidal current problems relative to the proposed dock direction – *“Additionally, both the ebb and flood tidal currents should be either entering Basin H (flood current) or exiting Basin H (ebb current) which would be in a perpendicular (beam) direction to the boarding floats.”*

Unfortunately, Noble Consultants did not grasp the full significance of this problem vis-a-vis the creation of a dangerous condition in the proposed relocated launch area.

Boaters are taught or have learned to approach moorage from the downwind, downcurrent, and downwave direction to improve control, assist maneuvering, and minimize damage to boats and docks. The proposed launch orientation forces boaters, including beginners, into the most demanding and risky situation possible in Marina del Rey.

Essentially, this orientation will result in half of the proposed docks being unusable, and create congestion and safety problems as boaters attempt to use only the preferred downwind side of the docks. In other words, you are creating a major dock space shortage with the proposal as it stands now. **This can only be remedied by doubling the proposed dock space to match the space at the current location.** Keep in mind that on a busy boating day, the current dock space is barely adequate – there are many instances when boaters must wait until sufficient dock space is available before launching. Not only that, but it is common to see boats arriving to pull out circling while waiting for dock space to become available to allow removal from the water.

The reason this is not a problem at the existing launch is that it is situated in an ideal position relative to prevailing wind and wave conditions. This was thoroughly researched when Marina del Rey was originally built to provide the safest place to launch and retrieve boats. The wisdom and foresight of the original engineers and their design for the Marina del Rey boat launch has been proven over the years.

With this in mind, there is insufficient space available as the proposal stands to accommodate the real dock space necessary for the heavy use it will be put to. As laid out at present, the design for the relocated launch facility does not allow boaters to enter and leave in a safe, predictable manner.

#### 5. Legal liability to County of Los Angeles Department of Beaches & Harbors as a consequence of poor project concept and design

This issue should be of great concern to all county agencies and departments involved in formulating and potentially executing the proposed MdR launch relocation. In addition, the design firm that produced the Project Memorandum, Noble Consultants, must also be aware of the legal liabilities associated with a project of this nature exhibiting clearly demonstrated and documented flaws and errors.

It is a fact that we live in a litigious society, and our contingency fee legal system encourages the filing of lawsuits for personal injury on a speculative basis.

The conceptual and design flaws addressed in this document will provide a fertile basis for a “deepest pocket” legal suit at the first hint of a boating accident or injury as a consequence of relocating the MdR

launch from what is clearly the ideal location to what should be considered a very unsafe and illogical one.

Make no mistake, in the event of a personal injury lawsuit, the widest net for responsibility will be cast by the plaintiff's legal team to include the various Los Angeles County agencies, in particular the Department of Beaches & Harbors, along with their administrators who played a role in this project.

Not only is there huge potential for long-term series of personal injury lawsuits based on the poor concept and design of the proposed launch relocation in Marina del Rey, but one must also look towards the very likelihood of negative publicity in various public and social media that would accompany such legal activity. It is doubtful that any county agency, administrator, or consultant involved in this proposed project would emerge unscathed.

### Conclusions

Based on review of a variety of information pieces associated with this proposal by the Beaches & Harbors Department to relocate the Marina del Rey public boat launch and adjacent docks and storage area to a site at Fisherman's Village, it is apparent that there are significant concerns for this project. With these well documented contraindications as described in detail above, the following must be concluded:

1. There is no reasonable justification for relocating the existing public boat launch and adjacent facility. All arguments and alternatives presented to date are seriously flawed. The existing launch area, as designed by the original experienced boaters and engineers in the early 1960's, has demonstrated that it is ideal. Such a move of the launch area would result in a variety of dangers as a result of deleterious wind, wave, and traffic conditions to the entire boating community that enjoys Marina del Rey.
2. The Project Memorandum prepared by Noble Consultants is riddled with gross errors and conclusions that cannot be substantiated by actual experience of launching and boating in Marina del Rey. This lessens its credibility to provide substantiation for the proposed changes in Marina del Rey. While Noble Consultants may be highly qualified for large scale projects (after all, they have produced several conceptual and general documents relating to the MDR area), and certainly their principal engineers have multiple levels of training and industry awards, this does not replace time on the water in a small, ramp-launched boat with onsite exposure to both the existing launch area and the typical boating congestion and conditions found at the Fisherman's Village section.

### Recommendations

There is only one main recommendation that logically follows from the information presented above – the existing Marina del Rey launch ramp, docks, and adjacent storage area should remain in their current, proven location, and the proposed relocation project should be abandoned.

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Please allow a bit more discussion about the long-term plan for Marina del Rey.

The Marina is a true "gem" for Los Angeles and the many uses that it is designed for. However, one must not lose sight of its original purpose – that of a pleasure boating small craft harbor.

While the MdR Visioning plan is commendable as a concept, this proposed launch relocation project exposes the challenges in moving from a large scale approach to actual “nuts and bolts” implementation. One must dilligently look for signs that something that sounds good on paper will not work as well in reality.

This is clearly the case in terms of moving the boat launch. There is simply no way to improve on the current boat launch location as designed by the original MdR engineers and designers. It has stood the test of time. The *Marina del Rey Visioning Statement* prepared by the Los Angeles County Department of Regional Planning, despite its lofty goals, is quite mistaken when it mentions, under the section “Urban Design” (page 9) that part of the MdR plan is to

“Develop a new boat launching and storage facility in and around the area currently occupied by Fisherman’s Village. *This facility would be equal to or better than the current launching facility and would be required to be operational prior to removing the existing facility* [italics added].”

Definitely a mistake if carried out (as clearly reviewed in this letter).

To bring up another topic for a moment, and considering that the *Marina del Rey Vision Statement* continues to be questioned by many, I would like to propose a paradigm shift in viewing the “Visitor’s Row” section as illustrated on page 4 of the Executive Summary in that statement. This approach may solve much of the controversy regarding the proposed launch relocation and development of the existing launch area into a shopping center.

Quite simply, the expansion of the existing shopping center along Admiralty Way across from the existing boat launch area misses out on something that anyone who has spent time in Marina del Rey knows.

The best scenic views in the entire marina, especially of the main channel, are from the Fisherman’s Village area!

Right now, that wonderful scenic opportunity is being enjoyed by the Harbor Patrol station, Coast Guard dock, a low-budget apartment building next to them, and the Fisherman’s Village businesses and visitors.

What a waste of this prime location! And if the *Vision Statement* is followed as outlined, the users of the relocated boat launch will have this view to themselves as they put their boats in the water. The visitors to an expanded shopping center at H Basin will still have a mediocre waterfront view at best.

It is inconceivable that this was not brought up in any discussion of how best to utilize the various attributes of the Marina del Rey area. Did anybody involved in the *Vision Statement* actually go out and look around Marina del Rey and notice this obvious fact?

With this in mind, one can see that re-visiting the optimum use of the Fisherman’s Village area, in light of the scenic attributes, would be a wise action.

A carefully considered suggestion: instead of moving the launch facility, why not use the space now proposed for a new launch ramp/storage/parking and put a high-end shopping/dining/entertainment center in there? This is simply a different way to use the parcel adjacent to Fisherman’s Village. And take the best advantage of the impressive scenic opportunities there.

One could also figure out how to move the Harbor Patrol and Coast Guard facilities (why should they get the best view in the Marina?), improve Fiji Way, expand parking across from the Coast Guard office (wasted on county vehicles at this time), and then there would be even more space to develop along the

main channel of MdR! The Harbor Patrol and Coast Guard could be relocated to H Basin next to the existing launch ramp.

Yes, this means modifying the *MdR Vision* as it currently has developed. Yes, lots of work went into it. Yes, many stakeholders have agendas that are favorable to them in the Statement as it currently stands.

However, any vision document is never finished. They must be re-evaluated along the way in response to changing situations. In this case, the *MdR Vision* should be considered a work in progress and allowed to be modified when a better result is revealed.

The real courage in this whole process is in realizing that no matter how lofty and idealized the *MdR Vision Statement* may be, when it comes to the practical application, things may come out different.

So, consider this a challenge to all parties involved to take a fresh new look at the *MdR Vision Statement*, and see different, and better, opportunities to improve Marina del Rey for the future.

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On a personal level, I would encourage senior administrative staff at the Department of Beaches & Harbors to spend some time in a small boat cruising around Marina del Rey. You will learn more about the actual wind, wave, current, and traffic situations in one weekend afternoon than you can imagine. This will give you a much better perspective on evaluating the various aspects of the vision concepts for MdR. Noble Consultants should also be invited to join this excursion to view firsthand the problems they clearly did not understand about moving the launch ramp.

It would be my pleasure to invite you on such a voyage. Or, I am certain any number of involved MdR boaters would be excited to have you as their guest to see the wonderful gem that MdR is.

Finally, please feel free to contact me regarding any questions that may arise regarding this discussion in support of maintaining the existing location of the MdR public boat launch and storage facility.

Most sincerely,



Thomas F. Armstrong, DDS DABDSM

Ps. One might consider changing the name of Fisherman's Village. It is not a "flashy" enough title for such a beautiful area of the marina. What about "Marina Village", "Marina View", "Marina Pointe", "Marina Green" (put in a small park area along the seawall), "Marina Center" or .....? Yes, some of these are already being used, but you get the idea. Get a great name, get some high end tenants, and promote a new Fisherman's Village like crazy!

Cc: Los Angeles Planning Department; Los Angeles County Supervisor Knabe; David Lumian, California State Parks, Division of Boating and Waterways, Small Craft Harbor Commissioner



Subj: Re: Marina del Rey Launch Ramp  
Date: 4/15/2014 2:41:49 P.M. Pacific Daylight Time  
From: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)  
To: [Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)

LCDR Jones

RE: USCG study related to proposed Marina del Rey launch ramp relocation to crosswind configuration.

I am forwarding, by separate email, letters related to the proposed 1999 Marina del Rey Vestar shopping center project, together with engineering reports related thereto, and my analysis of those findings and documents. As I advised you in our phone conversation, the Moffat and Nichol engineering report for that project, which concludes that a crosswind launch ramp orientation is appropriate, is actually contradicted by the report's own findings, is internally inconsistent, and thus appears to be contrived to reach a pre-ordained conclusion. When, in 1999, I discovered the inconsistencies in this report and voiced my concerns, the County responded appropriately by forming an Ad Hoc committee to explore these issues further, and it was finally determined by all parties that the crosswind configuration of the Marina del Rey launch ramp was not feasible, and the project was abandoned by the developer.

As I informed you in our recent conversation, I was shocked to learn during a presentation at a meeting of the Marina del Rey Convention and Visitors Bureau, of which I am a Board member, that this thoroughly discredited idea has again been proposed, and has gained traction, based in part upon a US Coast Guard study of the suitability of the site of the proposed launch ramp relocation for that purpose. You advised me that the study which was performed was very limited in scope, did not consider such factors as wind speed or direction, and was essentially limited to hazards to navigation which might be created by the new launch ramp design.

Wind direction is critical to the viability of this launch ramp reconfiguration, as follows:

You will note that the Vestar report states that "There is sparse mention of launch ramp alignment with respect to wind direction in any literature. This leads to the conclusion that launch ramp alignment with respect to wind direction is not in general a key design consideration".

Of course, one could just as easily argue that the reason for the reputed lack of discussion on this issue is that common sense dictates that crosswind orientation of a launch ramp is ill advised. In fact, the report's own bibliography contains a quote which is attributable to either Tobiasson or the US Army Corps of Engineers (it is not clear which) which states: "Another environmental consideration is that of orientation with the prevailing winds. A combination of contrary wind and current can turn a simple launching or retrieval operation into a dangerous and time consuming venture."

The engineers who originally designed the existing Marina del Rey launch ramp created an excellent facility which has served the public well and safely for decades. It is important that all parties to this process candidly, and without bias, apply the science correctly to the facts so that the County's desire to increase revenue by locating a shopping mall on the site of the existing launch ramp does not result in the replacement of a well designed and functional launch ramp with an unsafe launch ramp which lacks utility to the boating public as a recreational resource.

The Moffat and Nichol report offers findings (P5) including that "2. The average wind speed is approximately 8 knots", and "5. Since the average wind speed is well below 15 knots, which is considered to be the threshold when crosswinds create difficult retrieval operations, the level of ease (or difficulty of) powerboat launching and retrieval is comparable for both alignment scenarios." They also cite the Corps of Engineers as saying "wind speeds range between 4 to 10 knots about 57% of the time". The report also states that on the day of Moffat and Nichols' visit to the ramp "the wind speed was 12 knots at 4:22 PM" and that at 5 PM the wind speed began to decrease, and then goes on to state "this observation is consistent with typical conditions".

Of course Moffat and Nichol's statements in this regard are misleading and irrelevant, as it is clear from Moffat

Tuesday, May 27, 2014 AOL: Mdrlawyers

and Nichols' own report and the National Weather Service records that these were not "typical conditions". The references to the off peak wind speeds are irrelevant. In fact, the only relevant wind speed is the average afternoon peak wind speed, which is the wind speed which affects launch ramp use when vessels are being retrieved on a trailer following a day of boating. According to the National Weather Service, the average afternoon peak wind speed in Marina del Rey is 17 knots at about 270 degrees, oriented more or less directly down B and H basins, which is greater than the 15 knot "threshold when crosswinds create difficult retrieval operations" cited by Moffat and Nichol. Obviously, as the National Weather Service's 17 knot average afternoon peak wind speed figure is an average, then it is clear that the afternoon peak wind speed is greater than 17 knots on many days. We must take note of the fact that the apparent wind is "funneled" down the basins in Marina del Rey by the landslide structures, which typically results in an even higher wind speed in the channels than the 17 knot average peak wind speed noted by the National Weather Service, as the landslide structures and landscaping create an area of reduced air pressure to leeward of the structures. And of course, as anyone who has lived on the Southern California coast knows, the afternoon peak wind speed usually decreases just prior to sunset, as the inland areas cool off and cease drawing in the cooler ocean air.

Also, please note that Boat US, a well respected national boater's organization, takes the position that wind speed begins to have a negative impact upon launch ramp retrieval activities at between 8 and 12 knots, which is magnitudes of force less than that claimed by Moffat and Nichol.

Moffat and Nichol (citing Han-Padron Associates) states on Page 5 that "Research of Southern California ramps also indicates that ramps with crosswind alignments are more common than those with parallel wind alignment" and notes in its Conclusions "7. More than half of the launch ramps investigated were either aligned crosswind or they had variable wind directions." Neither of these statements is true. I personally took the time to call the Harbor Patrol/Lifeguard personnel at most of the ramps listed on Moffat and Nichol's Table 1 on page 4 of their report, and the personnel managing those facilities confirmed that the ramps Moffat and Nichol listed as "Crosswind Alignment" were in fact not oriented in a true crosswind fashion. You will see contemporaneously written post it notes on the Han-Padron report documenting some of the contacts I made and comments recorded by me at the time of my investigation, which will confirm that many of those ramps were located either behind a large land mass (Cabrillo Beach ramp behind Palos Verdes Peninsula) a bridge (Marine Stadium ramp) (Davies Bridge ramp sheltered by Naples Island) or in one case a row of large buildings which prevented crosswinds from affecting the ramp, etc. In many cases the harbor patrolmen laughed derisively at Han-Padron's conclusions when describing the true orientation of their ramp. Note also, that many ramps are not situated on a channel which funnels wind at increased speed, as is the case in Marina del Rey.

Russell H. Boudreau, P.E., of Moffat and Nichol, states on page 6 of his October 5 1999 report that "The only place where ramp alignment was found to be of concern was Hawaii, where they experience strong trade winds".

Let's consider that statement. Per an organization called WAVE CLIMATE - SOESTs ([www.soest.hawaii.edu](http://www.soest.hawaii.edu)) The Trade Winds are described as follows: "Occurring about 75% of the year, the Trade Winds are Northeasterly winds with an average speed of 15.7 MPH. Thus, the Trade Winds in Hawaii, which are conceded by Moffat and Nichol to be "of concern" regarding ramp alignment would have less effect on launch ramp orientation than does the afternoon peak wind speed in Marina del Rey, which at an average of 17 knots is greater than the average Hawaiian Trade Winds wind speed.

Thus Han-Padron's conclusions are incorrect in many if not most respects as regards the effect of wind speed on ramp orientation.

The Moffat and Nichol report also spends considerable time dealing with the effect of crosswinds on sailboats. As we all know, most sailboats have keels which resist sideways movement due to crosswinds. While the effect of relocation of the ramp to a crosswind configuration on sailboats is a concern, it is the effect on powerboats (which have little inherent resistance to lateral movement due to wind pressure when they are not moving through the water) which is paramount.

Moffat and Nichol also suggests on page 6 of the report that "The floats should be stable and include bull rails and durable, high quality rub strip protection around the float perimeter to protect vessel topsides during launch and retrieval operations". Clearly this is a tacit admission that with a crosswind ramp, vessels will be pressing against the floats with great force due to the effect of the strong afternoon crosswinds. Further, please note the recommendation for use of "bull rails" "in lieu of cleats". Bull rails are defined in the report are "continuous wooden or metal rails fastened to the outside edge of the deck". Assuming that those rails were mounted on the top of the float, they would present a significant tripping hazard to those entering or exiting vessels using the float

Further, they may present mooring difficulties for novice boaters, whose knot tying skills may be deficient, relative to cleats.

Moffat and Nichol suggest (P5) that in a crosswind configuration launch ramp, retrieval of a sailboat "Slowing down is a matter of lowering the sails and drifting to the dock on the momentum or letting the wind push the boat to the dock." This presumes that the sail can be readily lowered. In most cases, it can't. For example, on a catamaran, such as a Hobie, which uses a "hook" mechanism at the top of the mast to catch a slug attached to the halyard to hold up the main sail, this would not be possible, especially in high winds. The catamaran sail would have to be "luffing" into the wind in order to take the pressure off the sail in order to raise it to take the pressure off the slug, unhook the slug, and then lower the sail. In fact, this is the case for most sailboats, including those which use a simple halyard to raise and lower the sail, as can be confirmed by watching sailboats stopping mid channel in Marina del Rey and pointing their bows into the wind in order to allow the sails to luff so that they may be lowered. Obviously, a non motorized sailboat with lowered sails attempting to maneuver from the main channel to the launch ramp downwind or in a crosswind would be unable to maneuver in the confines of H basin and would present a clear risk of injury and damage to themselves and others. It is equally clear that a non motorized sailboat could not safely turn its bow into the wind to luff the mainsail and lower it within the confines of H basin. The boat would likely drift back during this procedure to a point where it would be leeward of the launch ramp and thus unable to move forward in order to reach the floats. This would leave the sailboat drifting downwind onto a lee shore, and once in that position it would be difficult, if not impossible, to raise the mainsail and regain control.

Moffat and Nichol further state (P5) that "If the boat were launched or retrieved on the windward side of a boarding float, an advantage would be gained by the wind force holding the boat against the dock. The boater can either fend the boat off when maneuvering from and to the trailer, or allow the vessel to ride along the boarding float bumper strip".

That is nonsense. A trailer's bunks or rollers cannot be readily positioned immediately adjacent to the dock float due to the position of the wheels and fenders of the trailer relative to the position of the bunks. A vessel cannot lay alongside the dock and at the same time be on the bunks of the trailer, as is suggested by Moffat and Nichol. A vessel operator, particularly one who is single handing his vessel, would be hard pressed to push his boat (presumably using the aforementioned "bull rails" which would be positioned near the edge of the dock) into the correct position for retrieval onto the trailer. If the operator managed to push the bow of the boat into position between the trailer bunks, the stern would still be afloat and would be pushed back against the float by the crosswind before the operator would be able to move from his position holding the bow of the boat in place on the trailer, to the helm, in order to use the throttles to drive the boat onto the trailer. As for allowing "the vessel to ride along the boarding float bumper strip", no boater is going to want his boat to drag against the dock as he backs into the channel. Any fenders being used to cushion the boat as it rubs against the dock would be quickly rolled out of the way. Further, such a scenario would not work if another vessel were tied to the float behind the launching vessel, as would be the case where another boater is waiting to back his trailer into the water to retrieve his moored vessel. This would significantly reduce the utility and efficiency of launch ramp activities, as a vessel being launched on the windward side of the float would block any vessel from being retrieved at the same time on the same side of the float.

Included in Vestar's report are comments by John P. Schock, P.E., Sr. Engineer with Han- Padron Associates, LLP. Mr. Schock makes the unsupported statement on page 1 of his July 19, 1999, letter that "We have taken into account that the prevailing onshore wind which heads up the basin is reduced by the surrounding land features. Any casual observation of the wind in H basin will refute this statement. It is clear that as the wind is funneled into the basin, being blocked by trees and structures on the land which create reduced air pressure behind those structures (at the site of the existing launch ramp). Wind speed is actually increased in the basin relative to ambient wind speed. Nevertheless, Mr. Schock goes on to say that "Overall, the existing configuration seems to favor dockings (sic), while the proposed configurations seems (sic) to favor launches." Given that launching activities typically take place "before the prevailing wind develops between noon and 2:00 PM", Mr. Schock's conclusion can be read as confirming that the existing configuration is preferable to the crosswind configuration, as it is only the existing configuration which favors "dockings", and docking, or retrieving a boat on a trailer during the period of afternoon peak wind conditions, is the only activity which is significantly threatened by the proposed crosswind configuration of the launch ramp.

Finally, Moffat and Nichol's annotated bibliography, on page 7 of the October 5, 1999 report, contains a quote attributable, it appears, to James Durham and Arnold Finn, which reads "The ramp should adjoin fairly quiet water, although not necessarily as quiet as that needed for a berthing site. Ample protected holding area in the water just off the ramp and boarding dock location should also be available for boats awaiting their retrieval

during peak hours". As applied to the proposed crosswind launch ramp situation, this suggests that the proposed crosswind location of the ramp near the main channel would be problematic due to the influence of wakes and wind waves, as well as lack of a protected "holding area".

The existing ramp is located in protected water at the end of a basin where there is no cross traffic other than other vessels using the ramp. Further, the prevailing wind direction allows power vessels to easily maintain position with the stern of the vessel pointed directly into the wind and the bow downwind. The proposed crosswind ramp would be in an exposed location, subject to wakes and wind waves, and operators of vessels "awaiting their retrieval during peak hours" would be hard pressed to hold their positions near the ramp floats due to the effect of strong crosswinds and would be driven down H basin by the force of the wind. This situation would be further complicated by the presence of vessel traffic entering into and exiting H basin both from the main channel and from the slips and proposed dry stack storage area located in H Basin, resulting in traffic congestion and a significant safety issue in this confined area.

The current crosswind launch ramp proposal is supported by a report from Ron Noble, an engineer retained by the County of Los Angeles. Mr. Noble has confirmed to me that he was charged only with determining whether there was a place in Marina del Rey which would provide for relocation of the launch ramp relative to the size of the existing ramp and parking area. He advised me that he did not do a wind study in support of this report, but relied instead on a 2006 wind study which was conducted relative to a then proposed project at Fisherman's Village. Obviously that study would not be sufficient to deal with the significant issues raised above relative to siting the launch ramp in H basin.

Please consider the foregoing when considering any proposal to relocate Marina del Rey's launch ramp to a crosswind configuration.

I will forward the Vestar documents by separate email.

Thank you for your courtesy and cooperation in this matter.

David P. Baker  
Attorney at Law  
13915 Panay Way  
Marina del Rey  
Ca 90292  
(310)779-8667



-----Original Message-----

From: Jones, Radiah M LCDR <Radiah.M.Jones@uscg.mil>  
To: dbakerlaw@aol.com <dbakerlaw@AOL.COM>  
Sent: Wed, Apr 2, 2014 4:22 pm  
Subject: FW: Marina del Rey Launch Ramp

Mr. Baker,

Here is the email that I sent to Mr. Tripp.

v/r,  
Radiah  
Radiah M. Jones, LCDR  
Sector Los Angeles - Long Beach  
Waterways Management Division  
310.521.3861  
E-Mail: [Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)

-----Original Message-----

From: Jones, Radiah M LCDR  
Sent: Wednesday, April 02, 2014 4:22 PM  
To: 'mtripp@bh.lacounty.gov'  
Cc: D11-DG-SectorLALB-WWM  
Subject: FW: Marina del Rey Launch Ramp

Good Day Mr. Tripp,

Hope this message finds you well.

In January you provided is the with the Concept Plan for the moving the Marina Del Rey Launch Ramp and my office provided you a response back stating we did not find any foreseeable safety or navigation issues relating to boating traffic within the Harbor. However, this consideration did not take into account wind factors.

We received some information that I would like to for my staff to look into and would like to revisit this proposed move.

Please call me when you receive this and we can discuss. Thank you for your time.

V/r,  
Radiah  
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Waterways Management Division  
310.521.3861  
E-Mail: [Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)

-----Original Message-----

From: [MTripp@bh.lacounty.gov](mailto:MTripp@bh.lacounty.gov) [<mailto:MTripp@bh.lacounty.gov>]  
Sent: Tuesday, January 07, 2014 4:44 PM  
To: D11-DG-SectorLALB-WWM  
Cc: James, Jevon L LTJG  
Subject: Marina del Rey Launch Ramp

The Department of Regional Planning is currently completing a visioning process for Marina del Rey. As part of this process, the County is considering moving the launch ramp from its currently location at the eastern end of Basin H, to the western most portion of the basin. Please review the attached plans and let me know if you have any questions or comments on the proposed move.

Thank you,

Michael Tripp  
Planning Specialist  
County of Los Angeles  
Department of Beaches and Harbors  
13837 Fiji Way  
Marina del Rey, CA 90292  
Office: 310.305.9537  
email: [MTripp@bh.lacounty.gov](mailto:MTripp@bh.lacounty.gov)

Tuesday, May 27, 2014 AOL: Mdrlawyers

Description: new logo

Web <<http://beaches.lacounty.gov/>> | Facebook <<http://www.facebook.com/LACDBH>>  
| Twitter <<http://twitter.com/LACDBH>>

Attached Message

From: James, Jevon L LTJG <Jevon.L.James2@uscg.mil>  
To: 'MTripp@bh.lacounty.gov' <MTripp@bh.lacounty.gov>  
Cc: D11-DG-SectorLALB-WWM <D11-DG-SectorLALB-WWM@uscg.mil>  
Subject: RE: Marina del Rey Launch Ramp  
Date: Thu, 9 Jan 2014 21:16:18 +0000

Michael,

Upon review of your project schematics, our division found no foreseeable issues related to boating traffic within Marina Del Rey Harbor. Maintaining safety and interference with navigation are usually our top concerns in regards to marina projects. Hence, while we don't issue permits for construction and dredging, we have no objection to your proposed project. Please keep our office informed of any changes to your project, as well as any complaints from mariners that may arise. Please send future emails to: [D11-dq-sectorlalbwwm@uscg.mil](mailto:D11-dq-sectorlalbwwm@uscg.mil)

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Office: 310.305.9537

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Subj: Fwd: Marina del Rey Launch Ramp  
Date: 5/20/2014 7:47:53 A.M. Pacific Daylight Time  
From: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)  
To: [mdrlawyers@aol.com](mailto:mdrlawyers@aol.com)

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From: [dbakerlaw <dbakerlaw@aol.com>](mailto:dbakerlaw@aol.com)  
To: [jared.zucker <jared.zucker@parks.ca.gov>](mailto:jared.zucker@parks.ca.gov)  
Sent: Wed, May 14, 2014 9:18 am  
Subject: Fwd: Marina del Rey Launch Ramp

Pam Please print out 10 copies of this email chain for me

Thanks

DB

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Tuesday, May 20, 2014 AOL: Mdrlawyers



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Cc: D11-DG-SectorLALB-WWM <[D11-DG-SectorLALB-WWM@uscg.mil](mailto:D11-DG-SectorLALB-WWM@uscg.mil)>  
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Planning Specialist

County of Los Angeles

Department of Beaches and Harbors

13837 Fiji Way

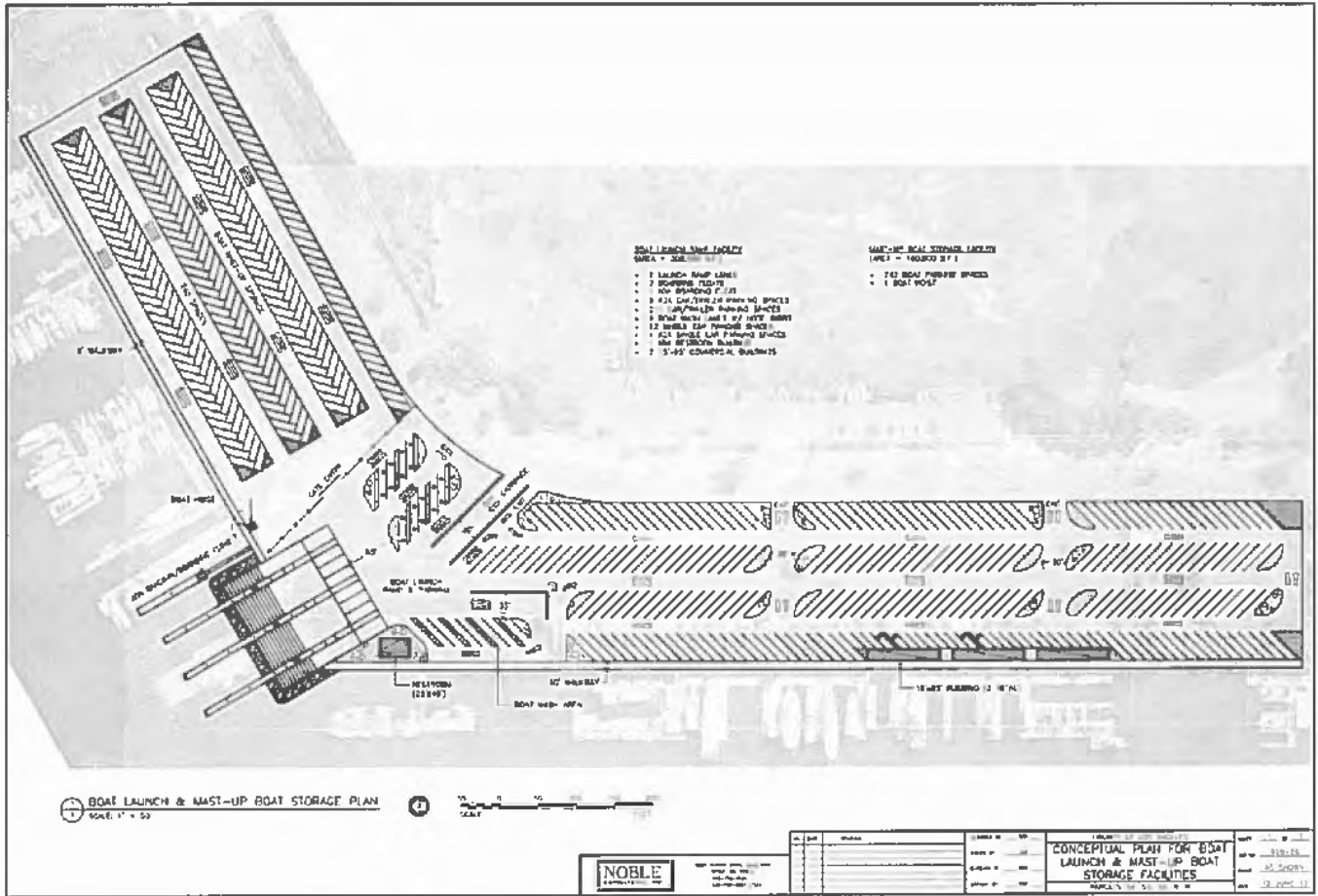
Marina del Rey, CA 90292

Office: 310.305.9537

email: [MTripp@bh.lacounty.gov](mailto:MTripp@bh.lacounty.gov)

Description: new logo

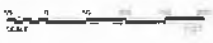
Web <<http://beaches.lacounty.gov/>> | Facebook <<http://www.facebook.com/LACDBH>>  
| Twitter <<http://twitter.com/LACDBH>>



- BOAT LAUNCH FACILITY**  
 AREA = 50,000 sq ft
- 1 LAUNCH RAMP LANE
  - 2 BOATWAYS (10'x75')
  - 100 BRACKETS (1'x10')
  - 1 42" Cast Iron 2nd stage HO. BRACKETS
  - 1 40'x10'x12' Floating BRACKETS
  - 12 BOAT HOISTS and 1 of 10'x12' BRACKETS
  - 1 42" Cast Iron 2nd stage BRACKETS
  - 1 10'x12' BRACKETS
  - 1 10'x12' BRACKETS

- MAST-UP BOAT STORAGE FACILITY**  
 AREA = 100,000 sq ft
- 700 BOAT PARKING SPACES
  - 1 BOAT POST

1 BOAT LAUNCH & MAST-UP BOAT STORAGE PLAN  
 SCALE: 1" = 50'



NO.	DATE	REVISION

<b>CONCEPTUAL PLAN FOR BOAT LAUNCH &amp; MAST-UP BOAT STORAGE FACILITIES</b> AREA: 150,000 sq ft		DATE: 11/11/11 DRAWN BY: J.S. SUGGS CHECKED BY: J.S. SUGGS DATE: 11/11/11
---	--	--

Subj: Fwd: Marina Del Rey Basin H  
Date: 5/20/2014 7:48:46 A.M. Pacific Daylight Time  
From: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)  
To: [mdrlawyers@aol.com](mailto:mdrlawyers@aol.com)

Pam

Please print out 10 copies of this for me.

Thanks,

DB

-----Original Message-----

From: dbakerlaw <[dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)>  
To: Jared.Zucker <[Jared.Zucker@parks.ca.gov](mailto:Jared.Zucker@parks.ca.gov)>  
Cc: radiah.m.jones <[radiah.m.jones@uscg.mil](mailto:radiah.m.jones@uscg.mil)>  
Sent: Wed, May 14, 2014 9:16 am  
Subject: Fwd: Marina Del Rey Basin H

Mr. Zucker

Thank you for taking the time to speak with me this morning. I am forwarding to you an email chain from the USCG which references a letter I wrote to LCDR Jones regarding the resurrection of a previously defeated 1999 proposal for re-purposing the Marina del Rey Public Boat Launch Ramp as a shopping center.

Please be aware that the Coast Guard has taken a formal position on the proposal to relocate the Marina del Rey launch ramp to a crosswind configuration by stating that the proposed design would not "create a hazard to navigation". LCDR Jones has informed me that because a wind analysis was not requested by the LA DBH, said finding did not take into account the effects of wind speed and direction in reaching their decision on this matter. Since an analysis of wind speed and direction is critical to proper consideration of this proposal, it is clear that the Coast Guard's conclusion on this issue is invalid and should not be relied upon as support for the proposal.

Notwithstanding that the Coast Guard analysis did not include the essential element of a wind study, the LA County Department of Beaches and Harbors has cited the USCG finding as a basis for proceeding with the project.

LCDR Matthew Salas, Chief of the Waterways branch of the USCG, after reviewing the email I wrote to LCDR Jones (a copy of which will follow by separate email) states as follows:

"I've reviewed Mr. Baker's email, and he raises valid points. Although the Coast Guard regulates the operation and manufacture of recreational vessels, the Coast Guard does not regulate the location of piers. This is a local/state matter in which the Coast Guard should not be involved."

LCDR Salas has referred me to the California Division of Boating and Waterways.

I appreciate your kind offer to discuss this matter with the appropriate authorities within your organization so that the plan may be properly vetted before any more time and money is wasted on this ill conceived and unsafe project. As I advised you, there will be a MDR Small Craft Harbor meeting on May 28, during which public comment on this matter will be accepted, and the County's experts will make a presentation. Accordingly, time is of the essence.

Thank you again for your anticipated assistance in this matter.

David Baker  
Attorney at Law

13915 Panay Way  
Marina del Rey, Ca 90292  
(310)779-8667 (cell)

-----Original Message-----

From: dbakerlaw <[dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)>  
To: dbakerlaw <[dbakerlaw@aol.com](mailto:dbakerlaw@aol.com)>  
Sent: Tue, May 13, 2014 6:08 pm  
Subject: Fwd: Marina Del Rey Basin H

-----Original Message-----

From: Jones, Radiah M LCDR <[Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)>  
To: [dbakerlaw@aol.com](mailto:dbakerlaw@aol.com) <[dbakerlaw@AOL.COM](mailto:dbakerlaw@AOL.COM)>  
Sent: Tue, May 13, 2014 4:53 pm  
Subject: FW: Marina Del Rey Basin H

Mr. Baker,

Apologize for not returning your phone call earlier.

Again, thank you for contacting us with your concerns and information regarding the crosswind launching. The Coast Guard reviews proposed projects to determine whether or not a project will create a navigational hazard or impede vessel traffic. This is the extent of our authority with respect to this project. The County of Los Angeles has a public comment period and the information you provided to the Coast Guard could be presented there for their review.

Please see LCDR Salas email below where he recommends presenting your concerns to the California Division of Boating and Waterways (DBW).

V/r,  
Radiah  
Radiah M. Jones, LCDR  
Sector Los Angeles - Long Beach  
Waterways Management Division  
310.521.3861  
E-Mail: [Radiah.M.Jones@uscg.mil](mailto:Radiah.M.Jones@uscg.mil)

-----Original Message-----

From: Salas, Matthew J LCDR  
Sent: Tuesday, May 13, 2014 2:27 PM  
To: Jones, Radiah M LCDR  
Cc: Newman, Paul L CIV; Greenwood, Jeremy M LT; Vanhouten, Mike L CIV  
Subject: Marina Del Rey Basin H

Radiah,

I've reviewed Mr. Baker's email, and he raises valid points. Although the Coast Guard regulates the operation and manufacture of recreational vessels, the Coast Guard does not regulate the location of piers. This is a local/state matter in which the Coast Guard should not be involved.

I recommend that Mr. Baker elevate his concerns to the California Division of Boating and Waterways (DBW) <http://www.dbw.ca.gov/ContactUs.aspx>. No marina improvement project occurs without their visibility. It is very likely that Marina Del Rey will be seeking grant money from DBW. If DBW is aware of strong objections to this project, it could have an impact moving forward.

Tuesday, May 20, 2014 AOL: Mdrlawyers

Very Respectfully,  
LCDR Matthew Salas  
Chief, Waterways Management Branch  
Master, Unlimited - Oceans

Commander (dpw)  
Eleventh District, Bldg. 50-2  
Coast Guard Island  
Alameda, CA 94501-5100

INTERNET RELEASE NOT AUTHORIZED (i.e. yahoo, gmail, aol, blog, web posting).

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- Objective 2:** By March 2007, develop a cross-agency, multidisciplinary team approach to providing services to children and families at a community-based, family-focused family support center being developed in the East San Fernando Valley to ensure children and families receive accessible and responsive health and human services provided by County departments and community-based providers.
- Objective 3:** By April 2006, complete implementation of the restructured Children and Families Budget that supports program performance and results, aligns with *Performance Counts!* and serves as a useful decision making tool for the Board of Supervisors, County policymakers, and the community.
- Objective 4:** This Objective deleted.
- Objective 5:** By December 2006, the New Directions Task Force will complete an assessment and develop recommendations to the Board of Supervisors for improvement of the County's planning, policy, and programmatic development infrastructure for the implementation of Goal 5.

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**GOAL 6: COMMUNITY SERVICES**

Improve the quality of life for the residents of Los Angeles County's unincorporated communities by offering a wide range of department coordinated services responsive to each community's specific needs.

---

- Strategy 1:** By June 30, 2005, develop a work plan to implement the integrated code enforcement initiative.
- Objective 1:** By May 31, 2005, hold the first semi-annual code enforcement cross-training conference for County staff involved in the code enforcement process and initiate plans to train certain non-code enforcement staff in basic code enforcement processes.
- Objective 2:** By June 30, 2005, issue initial report on effectiveness of integrated code enforcement initiative.
- Strategy 2:** By September 30, 2006, the Community Services Task Force, in collaboration with all involved stakeholders, will implement the Service Enhancement Strategy of the "Strategic Plan for Municipal Services."
- Objective 1:** By May 31, 2005, determine the feasibility of incorporating the County's Unincorporated Community Help Line and Toll-Free Code Enforcement Hotline into the County's planned 2-1-1 information and referral system (Municipal Service Information Program).
- Objective 2:** By August 31, 2005, publish and distribute an emergency preparedness resource booklet to residents and business owners of the Topanga community consistent with the work plan of the Community Emergency Management Plan Program, integrating the activities of participating County departments with other involved agencies and community volunteer emergency preparedness groups. By September 30, 2005, publish and distribute the Topanga Emergency Management Plan to involved County departments, other agencies, and community emergency preparedness organizations.

Jan Gottlieb



FROM MICHELLE SUMMERS P10F7  
CMICHELLESUMMERS@AOL.COM !

## Envision ESHA in Marina Del Rey, California

To The Los Angeles County Department of Beaches and Harbors,

As a resident, boater, and yacht club member in Marina Del Rey, California, I am very concerned at the lack of comprehensive vision for the future plans for redevelopment here, where we have an abundance of rare marine birds have in the past called home. As the main force behind the lucrative "Asset Management Strategy" for the unincorporated portion of Marina Del Rey, CA, the Los Angeles County Department of Beaches and Harbors seems to have forgotten to include a biological resource portion to its management policies. The missing portion that I request be put into the "asset" category is the Environmentally Sensitive Habitat Area suggested by both the California Coastal Commission and the California Department of Fish and Wildlife. As such, I wish the County of Los Angeles to act as Trustees of the Public Trust rather than the primary "stockholders" of a privately owned Corporation.

As an urban designer and educated citizen, I am flabbergasted at the lack of leadership to be found at the county level regarding the documentation and preservation of significant nesting colonies of Great Blue Herons, Black Crowned Night Herons, Cormorants, and Snowy Egrets currently fighting for their homes in Marina Del Rey, CA. Even more disappointing is the end result of the Los Angeles County Department of Regional Planning's "Envision Marina Del Rey", apparently a waste of talented citizen's time and resources. At the end of this tedious process the participants were presented with four round, color coded general areas with no attempt to create any safe and continuous route for alternative forms of transportation, a lack of cohesion in traffic and building height management, no attempt to address any type of preservation of mature trees, and a propensity to allow mass plantings of dangerous palm trees.

FROM MICHELLE SUMMERS P 2 OF 7

As the current process has shown administrative favoritism to wealthy development corporations, lobbying firms, and contracting cronies, longtime residents of Marina Del Rey are being displaced in droves. Their moderately priced and lushly landscaped low-rise apartments are giving way to speculative high-rise, upper income tenements. The question remains, who holds the notes to these expensive new developments? And who can afford to pay \$4000 for a 2-bedroom apartment in this economy? And how many affordable units are being demolished in the name of density bonuses.

Del Rey Shores cost \$165 million dollars to build. 251 affordable units were bulldozed to create 544 new luxury units. 10% are low and very low income units leaving a net loss of 200 moderately priced rental units. Public parking lots are being replaced with Luxury senior spas, and 40 year old urban forests are slated to be clear cut driving hundreds of birds from their homes and creating great masses of urban heat sinks.

Lack of height restrictions on the mole roads have replaced scenic views of the marina with urban blighted buildings peppered once again with palm trees. During the festive 4<sup>th</sup> of July fireworks display, the megalopolis known as the Esprit, shadows vast viewing areas making most of C, D, and E basin unable to see them from the road and walkway any longer.

We have been presented with an "Envision Marina Del Rey" that avoids the heart of what makes it special. I ask that the County Board of Supervisors, the Los Angeles County Department of Beaches and Harbors, and Los Angeles County Department of Regional Planning work with county citizens, California Coastal Commission and the California Department of Fish and Wildlife to designate the unincorporated area of Marina Del Rey, CA as an Environmentally Sensitive Habitat Area (ESHA) before any more habitat is lost through destructive overdevelopment.

Sincerely,



Michelle Summers  
cmichellesummers@aol.com



State of California – Natural Resources Agency  
 DEPARTMENT OF FISH AND WILDLIFE  
 South Coast Region  
 3883 Ruffin Road  
 San Diego, CA 92123  
 (858) 467-4201  
 www.wildlife.ca.gov

EDMUND G. BROWN JR., Governor  
 CHARLTON H. BONHAM, Director



December 30, 2013

Ms. Anita Gutierrez  
 Los Angeles County Dept. of Regional Planning  
 320 W. Temple Street  
 Los Angeles, CA 90292  
 Fax #: (909) 399-5327

**Subject: Notice of Preparation for an Environment Impact Report for Mariners Village Renovation Project, SCH # 2013111041, Los Angeles County**

Dear Ms. Gutierrez:

The Department of Fish and Wildlife (Department) has received the Notice of Preparation for the Draft Environmental Impact Report (DEIR) for the proposed Mariners Village Renovation Project (project), which includes the renovation of 981 dwelling units on Parcel 113 and 27,000 square feet of commercial uses on Austin Aubrey E Jr. Park, including adding a vertical bulkhead and anchorage for recreational boating that would include a 110-foot transient dock and 92 berths, dock facilities, three gangways, 1200-square foot viewing platform, removal and replacement of major vegetation, and renovating existing structures.

The project area is located in the County of Los Angeles, California, and consists of approximately 28.10 acres located at 4600 Via Marina, Marina Del Rey. The site is at the southern terminus of Via Marina and adjacent to the main channel of the Marina Del Rey small craft harbor. The project consists of County Lease Parcel 113, Austin Aubrey E Jr. Park, and the waterside area next to both parcels.

The California Wildlife Action Plan, a recent Department guidance document, identified the following stressors affecting wildlife and habitats within the project area: 1) growth and development; 2) water management conflicts and degradation of aquatic ecosystems; 3) invasive species; 4) altered fire regimes; and 5) recreational pressures. The Department looks forward to working with the Lead Agency to minimize impacts to fish and wildlife resources with a focus on these stressors. Please let Department staff know if you would like a copy of the California Wildlife Action Plan to review.

The Department is California's Trustee Agency for fish and wildlife resources, holding these resources in trust for the People of the State pursuant to various provisions of the California Fish and Game Code. (Fish & G. Code, §§ 711.7, subd. (a), 1802.) The Department submits these comments in that capacity under the California Environmental Quality Act (CEQA). (See generally Pub. Resources Code, §§ 21070; 21080.4.) Given its related permitting authority under the California Endangered Species Act (CESA) and Fish and Game Code section 1600 et seq., the Department also submits these comments likely as a Responsible Agency for the project under CEQA. (*Id.*, § 21069.)

To enable Department staff to adequately review and comment on the proposed project we recommend the following information, where applicable, be included in the DEIR:

Ms. Anita Gutierrez  
Los Angeles County Dept. of Regional Planning  
December 30, 2013  
Page 2 of 5

1. A complete, recent assessment of flora and fauna within and adjacent to the project area both upland and aquatic, with particular emphasis upon identifying endangered, threatened, and locally unique species and sensitive habitats including:
  - a. A thorough recent assessment of rare plants and rare natural communities, following the Department's Guidelines for Assessing Impacts to Rare Plants and Rare Natural Communities. See Protocols for Surveying and Evaluating Impacts to Special Status Native Plant Populations and Natural Communities at <http://www.dfg.ca.gov/habcon/plant/>.
  - b. A complete, recent assessment of sensitive fish, wildlife, reptile, and amphibian species. Seasonal variations in use within the project area should also be addressed. Recent, focused, species-specific surveys, conducted at the appropriate time of year and time of day when the sensitive species are active or otherwise identifiable, are required.
  - c. Endangered, rare, and threatened species to address should include all those species which meet the related definition under the CEQA Guidelines. (See Cal. Code Regs., tit. 14, § 15380).
  - d. The Department's Biogeographic Data Branch in Sacramento should be contacted at (916) 322-2493 ([www.dfg.ca.gov/biogeodata](http://www.dfg.ca.gov/biogeodata)) to obtain current information on any previously reported sensitive species and habitats, including Significant Natural Areas identified under Chapter 12 of the Fish and Game Code. Also, any Significant Ecological Areas (SEAs) or Environmentally Sensitive Habitats (ESHs) or any areas that are considered sensitive by the local jurisdiction that are located in or adjacent to the project area must be addressed.
2. A thorough discussion of direct, indirect, and cumulative impacts expected to adversely affect biological resources, with specific measures to offset such impacts. This discussion should focus on maximizing avoidance, and minimizing impacts.
  - a. CEQA Guidelines, Section 15125(a), direct that knowledge of the regional setting is critical to an assessment of environmental impacts and that special emphasis should be placed on resources that are rare or unique to the region.
  - b. Project impacts including deposition of debris should also be analyzed relative to their effects on off-site habitats and populations. Specifically, this should include nearby public lands, open space, natural habitats, and riparian ecosystems. Impacts to and maintenance of wildlife corridor/movement areas, including access to undisturbed habitat in adjacent areas are of concern to the Department and should be fully evaluated and provided. The analysis should also include a discussion of the potential for impacts resulting from such effects as increased vehicle traffic, outdoor artificial lighting, noise and vibration and pest management.
  - c. A cumulative effects analysis should be developed as described under CEQA Guidelines, Section 15130. General and specific plans, as well as past, present, and anticipated future projects, should be analyzed relative to their impacts on similar plant communities and wildlife habitats.

FROM MICHELLE SUMMERS P 50 F 7

Ms. Anita Gutierrez  
Los Angeles County Dept. of Regional Planning  
December 30, 2013  
Page 3 of 5

- d. Impacts to migratory wildlife affected by the project should be fully evaluated including proposals to remove/disturb native and ornamental landscaping and other nesting habitat for native birds. Impact evaluation may also include such elements as migratory butterfly roost sites and neo-tropical bird and waterfowl stop-over and staging sites. All migratory nongame native bird species are protected by international treaty under the Federal Migratory Bird Treaty Act (MBTA) of 1918 (50 C.F.R. Section 10.13). Sections 3503, 3503.5 and 3513 of the California Fish and Game Code prohibit take of birds and their active nests, including raptors and other migratory nongame birds as listed under the MBTA.
  - e. Impacts from project activities (including but not limited to, staging and disturbances to native and non-native vegetation, structures, and substrates) should occur outside of the avian breeding season which generally runs from March 1-August 31 (as early as January 1 for some raptors) to avoid take of birds or their eggs. If project activities cannot avoid the avian breeding season, nest surveys should be conducted and active nests should be avoided and provided with a minimum buffer as determined by a biological monitor (the Department generally recommends a minimum 300 foot nest avoidance buffer or 500 feet for all active raptor nests).
  - f. Impacts from project activities that will result in disturbances to habitat that may provide maternity roosts for bats (e.g., tree cavities, under loose bark, buildings), should occur outside of the bat breeding season which generally runs from March 1-August 31. Bats are considered non-game mammals and are afforded protection by state law from take and/or harassment, (Fish and Game Code Section 4150, California Code of Regulations, Section 251.1). Several bat species are also considered special status species and meet the CEQA definition of rare, threatened or endangered species (CEQA Guidelines 15065).
  - g. Proposed impacts to all habitats from City or County required Fuel Modification Zones (FMZ). Areas slated as mitigation for loss of habitat shall not occur within the FMZ.
3. A range of alternatives should be analyzed to ensure that alternatives to the proposed project are fully considered and evaluated. A range of alternatives which avoid or otherwise minimize impacts to sensitive biological resources including wetlands/riparian habitats, alluvial scrub, coastal sage scrub, should be included. Specific alternative locations should also be evaluated in areas with lower resource sensitivity where appropriate.
- a. Mitigation measures for project impacts to sensitive plants, animals, and habitats should emphasize evaluation and selection of alternatives which avoid or otherwise minimize project impacts. Compensation for unavoidable impacts through acquisition and protection of high quality habitat elsewhere should be addressed with off-site mitigation locations clearly identified.
  - b. The Department considers Rare Natural Communities as threatened habitats having both regional and local significance. Thus, these communities should be fully avoided and otherwise protected from project-related impacts.
  - c. The Department generally does not support the use of relocation, salvage, and/or transplantation as mitigation for impacts to rare, threatened, or endangered species.

FROM MICHELLE SUMMERS P60F7

Ms. Anita Gutierrez  
Los Angeles County Dept. of Regional Planning  
December 30, 2013  
Page 5 of 5

Thank you for this opportunity to provide comments. Please contact Ms. Kelly Schmoker, Senior Environmental Scientist, at (626) 848-8382 if you should have any questions and for further coordination on the proposed project.

Sincerely,

A handwritten signature in blue ink that reads "Betty Courtney". The signature is written in a cursive style and is enclosed in a light blue rectangular box.

Betty Courtney  
Environmental Program Manager I  
South Coast Region

Attachment

cc: Mr. Scott Harris, CDFW, Pasadena  
Ms. Loni Adams, CDFW, Marine Region  
Ms. Kelly Schmoker, CDFW, South Coast Region  
State Clearinghouse, Sacramento

Ms. Anita Gutierrez  
Los Angeles County Dept. of Regional Planning  
December 30, 2013  
Page 4 of 5

Department studies have shown that these efforts are experimental in nature and largely unsuccessful.

4. Take of any endangered, threatened, or candidate species that results from the project is prohibited, except as authorized by state law (Fish and Game Code, §§ 2080, 2085.) Consequently, if the Project, Project construction, or any Project-related activity during the life of the Project will result in take of a species designated as endangered or threatened, or a candidate for listing under the California Endangered Species Act (CESA), the Department recommends that the project proponent seek appropriate take authorization under CESA prior to implementing the project. Appropriate authorization from the Department may include an incidental take permit (ITP) or a consistency determination in certain circumstances, among other options (Fish and Game Code §§ 2080.1, 2081, subds. (b),(c)). Early consultation is encouraged, as significant modification to a project and mitigation measures may be required in order to obtain a CESA Permit. Revisions to the Fish and Game Code, effective January 1998, may require that the Department issue a separate CEQA document for the issuance of an ITP unless the project CEQA document addresses all project impacts to CESA-listed species and specifies a mitigation monitoring and reporting program that will meet the requirements of an ITP. For these reasons, biological mitigation monitoring and reporting proposals should be of sufficient detail and resolution to satisfy the requirements for a CESA ITP.
5. The Department opposes the elimination of watercourses (including concrete channels, blue-line streams and other watercourses not designated as blue-line streams on USGS maps) and/or the channelization of natural and manmade drainages or conversion to subsurface drains. All wetlands and watercourses, whether intermittent, ephemeral, or perennial, must be retained and provided with substantial setbacks which preserve the riparian and aquatic habitat values and maintain their value to on-site and off-site wildlife populations. The Department recommends a minimum natural buffer of 100 feet from the outside edge of the riparian zone on each side of drainage.
  - a. The Department also has regulatory authority with regard to activities occurring in streams and/or lakes that could adversely affect any fish or wildlife resource. For any activity that will divert or obstruct the natural flow, or change the bed, channel, or bank (which may include associated riparian resources) or a river or stream or use material from a streambed, the project applicant (or "entity") must provide written notification to the Department pursuant to Section 1602 of the Fish and Game Code. Based on this notification and other information, the Department then determines whether a Lake and Streambed Alteration (LSA) Agreement is required. The Department's issuance of an LSA Agreement is a project subject to CEQA. To facilitate issuance of a LSA Agreement, if necessary, the environmental document should fully identify the potential impacts to the lake, stream or riparian resources and provide adequate avoidance, mitigation, monitoring and reporting commitments for issuance of the LSA Agreement. Early consultation is recommended, since modification of the proposed project may be required to avoid or reduce impacts to fish and wildlife resources. Again, the failure to include this analysis in the project's environmental impact report could preclude the Department from relying on the Lead Agency's analysis to issue a LSA Agreement without the Department first conducting its own, separate Lead Agency subsequent or supplemental analysis for the project.

**JOEL A FADEM** -----

15 Outrigger Street Suite 201 Marina del Rey CA 90292 USA  
Tel 01.310.437.0392 E-mail [joel.fadem@anderson.ucla.edu](mailto:joel.fadem@anderson.ucla.edu)

May 28, 2014

To : Small Craft Harbor Commission

Fm : Joel Fadem

Re : Marina del Rey Visioning Plan

I regret a schedule conflict prevents me from attending the Special Night Meeting seeking public comment on the proposed Los Angeles County Marina del Rey Visioning Plan.

I reside on the Marina peninsula and until recently lived in Basin A for over 25 years. I grew up in Santa Monica before Marina del Rey was created and have witnessed its evolution. With few exceptions I have observed Los Angeles County acting as a poor steward of what the LA Times reported in 1997 to be 'perhaps the County's most valuable resource.' Benign neglect and mis-management over decades now appears to be overtaken by an aggressive County posture to make up for lost time in generating revenue in supporting developments that violate the public trust as stipulated in Marina del Rey's founding documents.

The specific reasons for public opposition to dividing MdR into four districts, including the envisioned flawed developments therein, have already been articulated by many in the MdR community and, I trust, will be well-amplified by residents at the Special Night Meeting. I wish only to strenuously add my voice of support to this opposition.

Thank you in advance for your attention.

Sincerely,

  
Joel A. Fadem





9100 S. Sepulveda Blvd., Ste. 210  
Los Angeles, CA 90045  
tel 310.645.5151  
fax 310.645.0130

May 27, 2014

Supervisor Don Knabe  
822 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, CA 90012

Re: Official position of the LAX Coastal regarding Marina del Rey Visioning Statement

Dear Supervisor Knabe:

The LAX Coastal Chamber of Commerce represents over 525 businesses in the areas of Marina del Rey and communities surrounding LAX. The issue of Marina del Rey Visioning has not been taken lightly by our organization. In order to accurately review this important document, a taskforce was formed consisting of Marina del Rey stakeholders from the business community, residents, boaters and planning/land use experts. Although there are many interesting and intriguing possibilities presented in the Marina del Rey Visioning document, the taskforce was in unanimous agreement that not all of the proposed plans are feasible. After careful consideration of current conditions and existing land uses throughout the Marina, our organization has concluded that the current configuration of Marina del Rey, although in disrepair, is properly designed.

Marina del Rey was built to provide residents and visitors of Los Angeles County water access with a specific focus on the small craft recreational boater. Whether you are a passenger on a public cruise or an avid sailor, whether you are enjoying a romantic dinner or are on a business trip, Marina del Rey offers unique opportunities for all of its guests. By relocating the current boat launch to Fisherman's Village you remove a prime viewing corridor where millions of visitors have the opportunity to watch active boating. Tourism is a primary driver in the Marina del Rey economy and the views of its Marina are one of its primary assets, an asset that we strongly feel should be protected.

We realize that the boat launch area is a key piece of real estate that affords the opportunity for other community and visitor-serving development. However, there is no geographically desirable location in Marina del Rey that is appropriately sized and/or located for the boat launch, including the proposed Fisherman's Village. While locating the boat launch on the main channel may seem to be a desirable option, in reality we feel that the dangers presented at this location would outweigh the benefits. A multitude of customers using the boat launch are novice or inexperienced boaters. Placing them in a channel with high traffic, as well as variable wind conditions, is a danger not only to them but to the boaters around them. Boater safety should be a paramount concern as it relates to the boat launch and it is one that we would encourage the Department of Beaches and Harbors to study further.

As a Chamber of Commerce, it is normally our position to support business growth and further visitor-serving amenities. Through the work of an architect on our taskforce we were able to review in detail other options to maintain the proposed new retail/commercial/residential site available at Admiralty

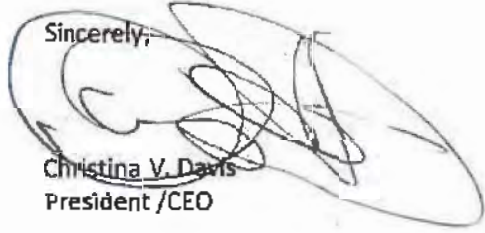
Supervisor Don Knabe  
May 27, 2014  
Page | 2  
Re: Marina del Rey Visioning Statement

and Fiji while moving the boat launch to another area outside of Fisherman's Village. However, after considering areas such as Basin F and other surrounding locations, no site was deemed functional due to size constraints as well as overarching safety concerns. See Exhibits: Plan A and Plan B.

If the true goal of this document is to produce a vision for Marina del Rey, the taskforce unanimously agreed that all efforts should be focused on increased efficiency and improved mobility throughout the Marina, from both land and sea. As a visitor to the area, it is difficult to navigate through Marina del Rey as a whole. There is poor connectivity and little way-finding signage. Because of this, guests of the Marina congregate in one general location and never discover the numerous opportunities that are less than a mile away.

In summary, the forefathers of Marina del Rey got it right! The LAX Coastal Chamber of Commerce strongly believes that Marina del Rey is properly designed as it currently stands, however it is in dire need of updating. We encourage the focus for the vision of our community to surround transportation and mobility efforts, not on relocation of land uses.

Sincerely,

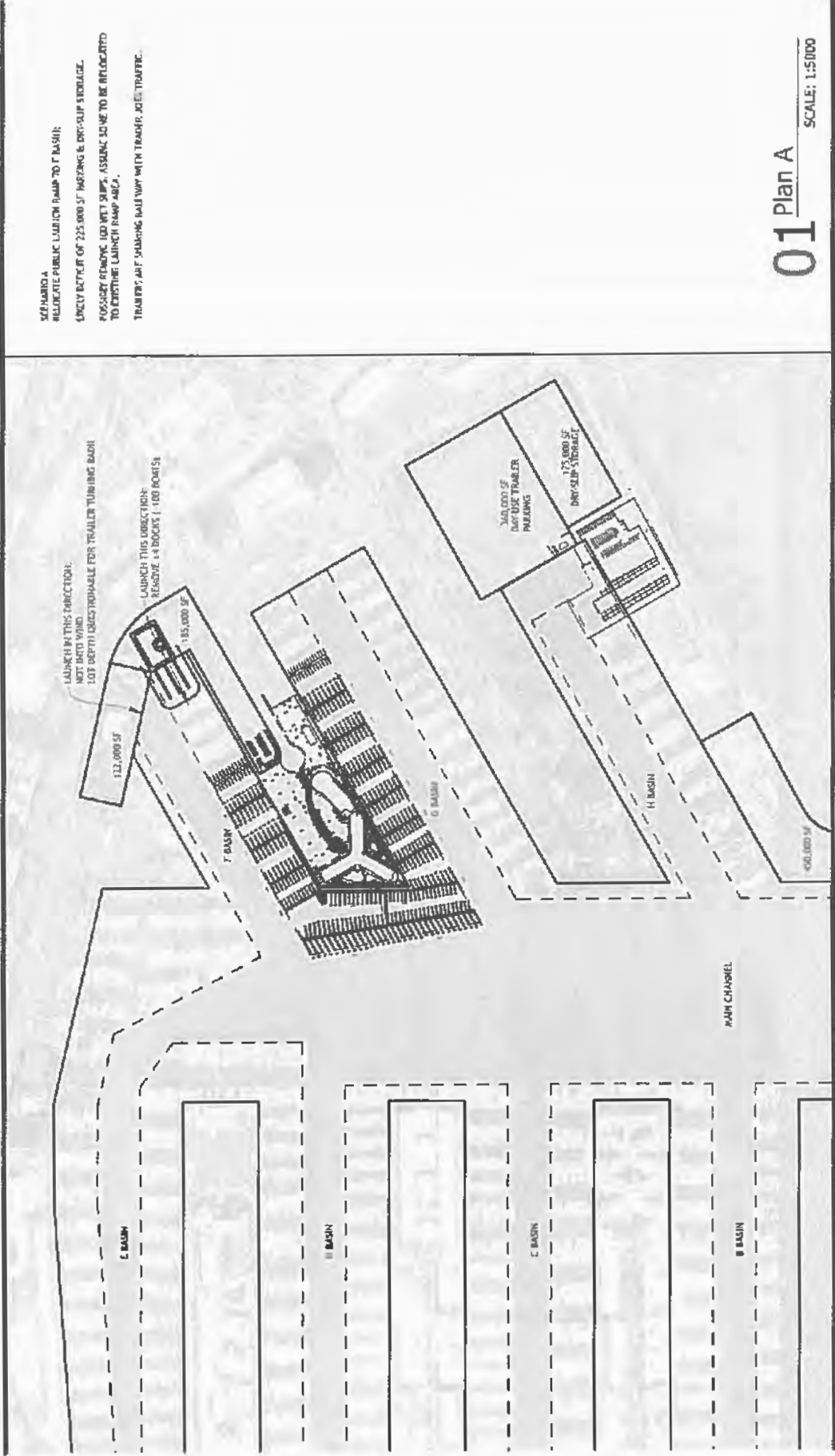


Christina V. Davis  
President /CEO

Cc: Supervisor Don Knabe

# CONCEPT LAYOUTS - Marina del Rey Visioning

date: 4/23/2014  
 project: MDR Visioning  
 location: Marina del Rey, CA  
 subject: Concept Layout  
 modifies: n/a



SCENARIO A  
 RELOCATE PUBLIC LAUNCH RAMP TO F BASIN;  
 SPACE BUFFER OF 225,000 SF PARKING & DRY-SEP STORAGE.  
 POSSIBLY REMOVE 100 WET STOPS, ASSUME 30 WE TO BE RELOCATED  
 TO EXISTING LAUNCH RAMP AREA.  
 TRAINING AIR SHARING W/OUT W/ W/ TRAFFIC, JOE TRAFFIC.

date: 4/23/2014  
 project: MDR Visioning  
 location: Marina del Rey, CA  
 subject: Concept Layout  
 modifies: n/a

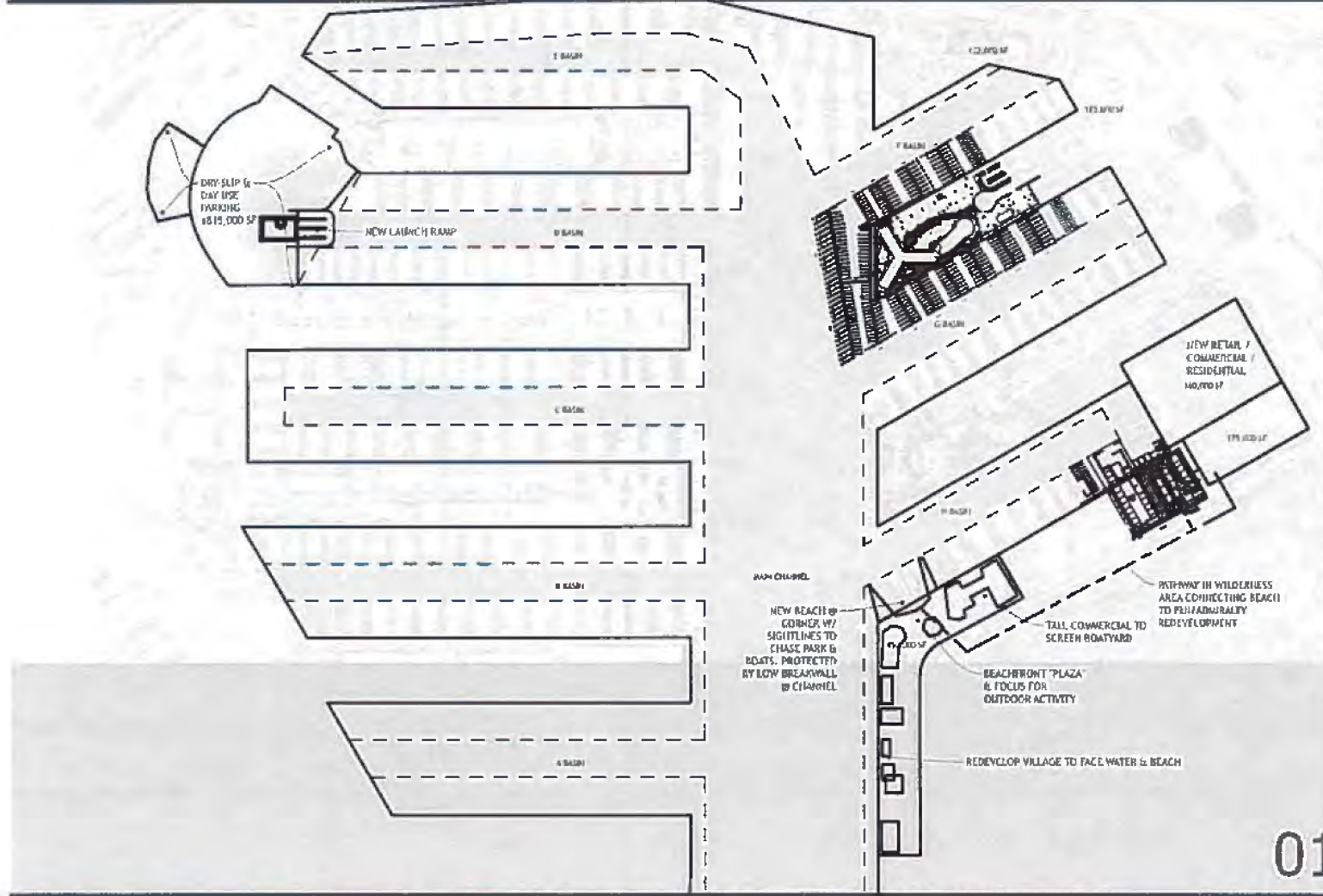
# CONCEPT LAYOUTS - Marina del Rey Visioning

Jamie B. Myer Architects, Inc.

1750 W. Western Blvd

Los Angeles, CA 90024

310.474.9421



SEPARATE & MOVE LAUNCH RAMP & STORAGE TO BEACH AREA. POTENTIALLY DRINKING SPACE FOR BOAT SERVICES AS WELL.

CREATE NEW PLAZA W/ WATERFRONT DINING & HOTELS @ FISHERMAN'S VILLAGE AREA. MAKE A REAL DESTINATION NOT ONLY A COMMERCIAL ONE.

01 Plan B

SCALE: NTS



**MARINA del REY SPORTFISHING, INC.**

28 May 2014

RE: Mdr Visioning / Mdr Sportfishing Special Needs.

Commissioners,

I trust you all received my correspondence from last week.

Regardless of where this current plan ends up, please keep the following in mind whenever Marina del Rey Sportfishing comes up in conversation....

Docks, Office space, Storage Space, etc. aside, Marina del Rey Sportfishing has Two Must Have Cannot Live Without needs. Both are pretty much equal, both critical to the operation of a Sportfishing Landing.

**1) ADEQUATE LIVE BAIT STORAGE FACILITIES.**

We require a facility with at least the capacity of our current Fisherman's Village receivers to adequately serve our own fleet and the General public. A Clean, Modern facility to replace our ancient, obsolete one is very doable and would make a fine neighbor in The Marina.

**2) AFFORDABLE PARKING WITHIN STEPS OF THE DOCK.**

Sportfishing is an equipment intensive pastime. Fishermen bring Rods, Reels, Tackle Boxes, Jackets, Buckets, Ice Chests and Coolers aboard and when leaving have Wet Gunny Sacks of whole, fresh fish and zipper bags of filets in addition to all the other gear just mentioned. Our 1.7 persons per vehicle average almost never use public transportation to get here and, well, I'll let you envision their having to drag all this any distance or take some public tram or shuttle.

That's it in a nutshell. I would be glad to discuss these, or anything Marina del Rey Sportfishing related with any or all of you at any time.

Thank You, and Good Luck!

Rick Oefinger, President  
310 372 3712; rick@mdrst.net

**From:** [laura s maslon](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** i wonder if you have ever tried to navigate leaving the marina on a busy summer weekend?  
**Date:** Wednesday, May 28, 2014 8:27:09 AM

---

The plans that you are developing do not take into account the amount of public and private use that our roads go through on a yearly basis. how much development will it take for you to realize that you have now made the marina so filled with traffic that no one can come here. Already with the shores and the new apartment buildings on lincoln, it takes 30 minutes more to get home just to enter the marina. sometimes you sit for two or three lights until you can even enter the marina. you are proposing more development? and you are screwing up the boat lanes.

We are boaters. we do watch the wednesday and friday boat races. How can they get across the channel if you have closed off one lane?

We are very much against these plans.

laura & jim maslon  
5517 ocean front walk  
marina del rey, ca. 90292

***Laura S Maslon***

[lmason@me.com](mailto:lmason@me.com)

310-913-5746 cell

310-822-9575 home



MARINA DEL REY  
CONVENTION AND VISITORS BUREAU

June 25, 2014

Gary Jones  
County of Los Angeles  
Department of Beaches and Harbors  
13837 Fiji Way  
Marina del Rey, CA 91292

Dear Gary Jones:

Thank you for including the Marina del Rey Convention and Visitors Bureau in your meeting with commercial charter operators regarding Los Angeles County's Visioning Plan for Marina del Rey. In the meeting you requested that the Bureau compile information from the commercial charter companies regarding their specific needs for quantity and size of boat slips, passenger and staff parking, and other related needs. In addition, you were interested in learning more about the quantity of visitors that the commercial charter operators attract to Marina del Rey.

The four commercial charter operations in Marina del Rey - FantaSea Yachts and Yacht Club, Hornblower Cruises and Events, Marina del Rey Sportfishing and Tiki Mermaid – bring tens of thousands of visitors to the Marina. These businesses make boating opportunities easy and accessible to those that do not have or cannot afford their own boats. We sincerely appreciate that as the Marina del Rey Visioning Plan moves forward and recommendations for Marina improvements are made, you will accommodate the needs of commercial charters. This industry plays a vital role in bringing visitors to Marina del Rey, and it is critical that they are provided with appropriate and visitor-friendly location(s) with docks and that sufficient adjacent parking is made available for visitors participating in commercial boating activities.

As one of the largest revenue generators for Los Angeles County, Marina del Rey is often referred to as the Crown Jewel of Los Angeles County. This is an incredible achievement for a community of our size. The Marina's tourism and hospitality industry is unquestionably a key contributor to the overall success of Los Angeles County and provides considerable economic impact to the Marina and surrounding areas. Hotels with waterfront views, easy access to recreational water activities and private/public yacht excursions and dinner cruises are several of the key attractions that bring visitors to the area.

At the end of 2013, the Marina del Rey Convention and Visitors Bureau hired PKF Consulting to conduct an analysis of the economic impact of tourism in Marina del Rey. The findings, though conservative, were significant. The report reveals the economic impact from visitors that stayed overnight in the six Marina del Rey hotels. Recreational activities on the water such as dinner/brunch cruises, sportfishing and private charters are an added benefit for these visitors, offering them options for their itineraries that compare with visitor activities in Santa Monica, Venice, West Hollywood and Beverly Hills. Our four commercial charter operators attract over 122,000 visitors to the area annually. Collectively they generate over \$9.8 million in revenue each year, providing a substantial economic benefit to our community and Los Angeles County.

Provided below are key findings from the tourism economic impact study for Marina del Rey. In addition, I've included visitor related statistics that are exclusive to commercial boat operators in the Marina.

### **The Impact of Tourism in Marina del Rey**

- The total economic impact of tourism in Marina del Rey is estimated to have been approximately \$249.1 million in calendar year 2012 and \$231.1 million in 2011. This is a 7.8 percent increase year-over-year (hotel guests / overnight visitors only).
- Total direct visitor spending was estimated at approximately \$191.6 million in 2012, a 7% increase over 2011, while \$57.5 million was generated through indirect and induced spending. (Indirect spending is calculated by using the multiplier effect that reflects additional spending by hotels, restaurants and their employees).
- Tourism to Marina del Rey is estimated to have supported approximately 1,830 jobs in calendar year 2012, representing an increase of 7.3 percent from 2011.

### **Significant Contributions from the Marina del Rey Commercial Boating Industry**

- Marina del Rey has four commercial boat operators that help make the Marina a more accessible destination for visitors seeking recreational water activities and unique dining and social event venues. These include FantaSea Yachts and Yacht Club, Hornblower Cruises and Events, Marina del Rey Sportfishing and Tiki Mermaid.
- The average number of visitors that participate in commercial boating each year is estimated at over 122,000.
- The revenue generated from the commercial charter operators totals over \$9.8 million annually.
- Commercial Charter Yachts in the Marina see growth potential in the coming years and have made investments to meet these demands. Hornblower Cruises anticipates growth



opportunity in all market segments. FantaSea Yachts and Yacht Club is experiencing growth, but have not exceeded pre-recession numbers.

- FantaSea Yachts and Yacht Club has brought more than 1,000,000 visitors/guests to Marina del Rey over the past 34 years.
- Corporate business groups represent 25-30% of business revenue for FantaSea Yachts and Yacht Club and Hornblower Cruises and Events. Unique venues on the water for private receptions are a strong selling point for attracting corporate meetings business to Marina del Rey hotels.
- Over 50% of the passengers visiting Marina del Rey Sportfishing come from outside of Marina del Rey.
- Commercial boat passengers come from a variety of locations, including Los Angeles County, Southern California and other national and international locations. These boating activities are particularly attractive to visitors within the drive market (two to four hour drive), making weekend excursions in Marina del Rey a popular option for a “staycation.”
- The most frequently visited webpage on VisitMarinaDelRey.com is the Boat Charters/Rentals webpage. In 2013, this section received over 68,000 website views, exceeding web traffic for restaurants and hotels.

**Specific needs for commercial boat operators include:**

Company	Parking Spaces Required	Dock Space Required (3:1 ratio)	Additional Needs/Concerns
<b>FantaSea Yachts and Yacht Club</b>	100 spaces  Parking space requirements are based on boat capacity of 300 using the established 3:1 guest to parking ratio.  Charter volume fluctuates by season. Summer is the peak season. Evenings and weekends are the busiest times during the week.	(1)100-120 ft dock	Having adjacent landside restrooms would be a benefit. Food concessions and seating are nice, but not essential.  Being located away from sportfishing would be ideal, but is not essential. They have been sharing docks for 10 years.
<b>Tiki Mermaid</b>	36 spaces	(2)50-60 foot slips	Total capacity for 2 vessels is 110.
<b>Hornblower Cruises and</b>	250-350 spaces	(1) 150 foot slip (2) 100 foot slips	Parking needs fluctuate depending on time of year and

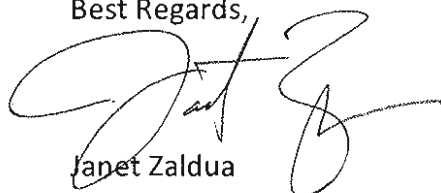
<p><b>Events</b></p>	<p>Typically Hornblower Cruises and Events is busier in the evenings and on weekends.</p> <p>The maximum number of spaces (350) would be required Monday – Thursday after 5:00 p.m. and all day on Friday, Saturday and Sunday.</p> <p>Access to 60-75% of the spaces Monday – Thursday before 5:00 p.m. would meet need requirements.</p> <p>In Newport Beach, Hornblower Cruises has developed shared use partnerships with commercial businesses that have empty parking lots after 5:00 p.m.</p>	<p>(4) 80 foot slip</p>	<p>week versus weekend business.</p> <p>Currently Hornblower Cruises and Events is short 1 slip and they do not have a slip large enough to accommodate Entertainer full time at Fisherman’s Village.</p> <p>To support business, Hornblower Cruises would require:</p> <ul style="list-style-type: none"> <li>• Commissary</li> <li>• Sales office</li> <li>• Storage facility</li> <li>• Maintenance shop</li> <li>• Dockside office (similar to current ticket booth)</li> </ul> <p>Being positioned directly adjacent to the sportshishing charter would not be optimal.</p> <p>Being positioned close to a promenade and general visitor traffic would be ideal. In their other locations, the commercial charters work well adjacent to a hotel.</p>
<p><b>Marina del Rey Sportfishing</b></p>	<p>208 spaces</p> <p>Peak times for parking are weekends year round.</p> <p>Peak times in summer are between Memorial Day and Labor Day.</p> <p>Parking duration runs three to eight hours.</p>	<p>(6) 40-80 foot slips (16’-25’ wide)</p>	<p>Primary concern is parking close by the boarding dock and the 500 pound bait facility.</p> <p>Their ideal scenario is to remain in their current location. If dock 52 is removed, boarding and docking at Dock 77 would be their second preference.</p> <p>For convenience boat slips, ticketing and boarding should be in the same location.</p>

Thank you for taking the time to review the tourism impact and specific needs of the Marina del Rey commercial charter boat operators. It is critical that as improvements are made to the Marina, their needs are met and they continue to thrive and attract visitors to the destination.

Commercial charters in the Marina provide a vital recreational element to our community and make water access easy and cost effective for visitors. Having a wide variety of water activities available allows the Marina del Rey Convention & Visitors Bureau to promote Marina del Rey as a fun, active and exciting option for travel. The contributions from our commercial boating operators assist in making Marina del Rey a premier destination for both leisure and business travelers.

I appreciate your support. Please contact me if you have any questions or require further information.

Best Regards,

A handwritten signature in black ink, appearing to read 'Janet Zaldua', written over a circular stamp or seal.

Janet Zaldua  
Executive Director

Marina del Rey Convention & Visitors Bureau

**From:** [Art Ford](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Comments on the Marina del Rey Visioning Process  
**Date:** Wednesday, August 13, 2014 8:48:11 PM

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Dear Ms. Natoli,

First a general observation, the needs of residents seem to come in close to last in these County activities, and since they form a good chunk of regular income that LA County receives by virtue of their rent payments to the Lessees, I think resident concerns should have a higher priority than they do today, e.g. "Marina del Rey is a small-craft harbor, visitor-serving destination, and residential community..." should read "Marina del Rey is a small-craft harbor, residential community, and visitor-serving destination..." for starters.

But time is short, and work is tomorrow, so on to comments...

At this point, I think LA County should just leave the Marina as it is, except for ongoing maintenance. This project almost seems to be a solution in search of a problem.

I don't think cutting down the coral trees on Via Marina or anywhere else in the Marina is a good idea. They are going to be replaced with small short trees that probably won't be big tall trees for decades. I would instead look for sick trees, and then replace them with the new trees as time moves on.

Nor do I think adding more boats / yachts is a good idea. The Marina was built the way it was for good reasons; I hope organizational memory hasn't been lost, and therefore we're cycling through ideas as "new" when they were discarded in the 60s and the 70s.

I'm okay with a continuous shoreline walkway, but the rights and concerns of residents must be respected and accommodated.

The one long-term problem I think LA County should be curious about is the effect of global warming upon the Marina. What happens if the sea level goes up by 1, 2, 3 feet or more in the coming years? At those levels, will high tide management be a problem?

Thanks,

Art Ford

**From:** [Art Ford](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Cc:** [LAC Counsel](#)  
**Subject:** Re: Regional Planning Commission to consider draft Marina del Rey Vision Statement - September 17, 2014  
**Date:** Friday, September 05, 2014 4:52:49 AM

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Dear LAC Dept Regional Planning,

Can we have an evening meeting in Marina del Rey instead?

Having a morning meeting in downtown strikes a suspicious mind as a very effective way to stifle MDR resident objections to this in a public County forum.

As you know, most people work for a living, and not only would have to take a day from work to participate in this morning forum, but would also have to pay for parking.

Holding the meeting at 9 am only benefits County employees who presumably enjoy free parking and are inclined to recommend passage of the plan to the Board.

Thanks, Art

Sent from my iPhone

On Sep 4, 2014, at 8:29 PM, DRP Community Studies West Area Section  
<[D12804e@planning.lacounty.gov](mailto:D12804e@planning.lacounty.gov)> wrote:

**\*\*Regional Planning Commission to consider draft Marina del Rey  
Vision Statement\*\***

The County of Los Angeles Department of Regional Planning would like to invite you to attend the September 17, 2014 meeting of the Regional Planning Commission, when the RPC will consider the draft Marina del Rey Vision statement. Individuals will have an opportunity during the meeting to provide comments to the RPC on the proposed Vision Statement.

The meeting time and location are:

**Wednesday September 17, 2014, 9:00 a.m.  
County of Los Angeles Hall of Records  
320 West Temple Street, Room 150  
Los Angeles, CA 90012**

The draft Vision Statement and associated appendices are currently available on Regional Planning's Marina del Rey website. To view the documents please visit: <http://planning.lacounty.gov/marina/visioning>.

The RPC will consider the draft Marina del Rey Vision Statement, with a possible recommendation to the County Board of Supervisors to approve the document. If you would like to provide comments but are unable to attend the meeting, you may send your comments to

[commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov) or call (213)974-6422.

For more information, contact Gina Natoli or Maya Saraf of the Community Studies West Section at (213) 974-6422 or [commstudieswest@planning.lacounty.gov](mailto:commstudieswest@planning.lacounty.gov). Our office hours are Monday through Thursday from 7:00 a.m. to 5:00 p.m.

Community Studies West Section  
County of Los Angeles Department of Regional Planning  
<http://planning.lacounty.gov>  
213-974-6422

**From:** [Art Ford](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Commentary re: Marina del Rey Vision Statement (August, 2014)  
**Date:** Sunday, September 07, 2014 4:00:50 PM

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Hello,

As much as I would like to attend the Sep 17th session in Downtown, I just can't get away for that right now.

Most of the Vision Statement really isn't that bad. I mainly object to activities that make beautiful places less so, whether that is done by business or by government. Mature trees and uncluttered shorelines help make a place excellent. Removing remnants of failed projects and replacing them with buildings or nice-looking parks actively used by people are also noble tasks.

I've already objected to the fact that this discussion will be held in downtown during a work day without access to free parking, and that this is at odds with the needs of most people who would probably disagree with parts of this Vision Statement. I suspect the answer from Planning would likely be that one is free to write and send feedback in lieu of a visit, but documents and emails can be cursorily dismissed, whereas it's harder to do that in front of a person.

I've also wondered aloud about the problem that we're trying to solve here.

To me, the Marina, and several of the businesses in the Marina are already great, and I get concerned that destruction of scenic vistas that took decades to create, even if they were unintentionally created, can be wiped out by overzealousness. I heard a great line at an official meeting a few months ago, it was that one applies a scalpel, not a sledgehammer, for a face lift. That remark is right on target.

One thought that immediately comes to mind is traffic, which today is difficult around several important intersections in the Marina such as Mindanao / Lincoln and Lincoln / Washington. I'd like to hear more about the mitigation strategies, particularly for commuters or visitors coming from a distant part of LA County. I bet most commuters and visitors use cars, simple as that. How does that change? Obviously it only changes when it becomes more convenient to use alternative modes of transportation than it does to drive.

Another thought is that perhaps there is too much government planning, and there should be more business based upon what people want, particularly when it comes to land clusters. So according to the Vision Statement, new hotels would appear in Visitor's Row, but what about parcel 9, isn't that going to be a hotel and a big one at that? And it's right in the middle of the Residential District. And what about existing parcels that are at odds with the land clusters? If we were not trying to pre-define land clusters, business activity wouldn't contradict planning documents. Then the answer is, well these clusters are just guidelines. Yes, but if they are guidelines, and then the guidelines are outright not matching new development, then what's the point?

Finally, I like the idea of making the Marina available for increased numbers of business opportunities, particularly small businesses.

Sincerely,

Art Ford

**From:** [SMDV](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** Marina del Rey Vision Statement meeting  
**Date:** Sunday, September 07, 2014 6:35:26 PM

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Dear Regional Planning Commission,

My name is Stephanie Don Vito and my husband and I have been residents of the Marina for 16 years. We are not able to make the meeting on September 17th but would like to voice our thoughts. One of the reasons why we were attracted to the Marina was because of its natural beauty and the serenity of the water. We want to make sure that the beauty and ambience of the Marina are kept in tact and that it continues to be its own city and not try to look or be something else.

Our specific concerns are listed below.

1. Keep chain restaurants and stores to a minimum if at all. Having local stores and restaurants gives the Marina its own character. We don't want to become another city but rather to keep our own character.
2. Keep the open space and outdoor feel which is what draws people to the Marina.
3. Height restrictions should be put in place and strictly enforced. If building direct next to the Marina is allowed to be taller than one story then you can no longer see the Marina as you drive around on Admiralty Way. This impacts the character of the Marina significantly. We enjoy the Marina because of its nature not to be in more city atmospheres which are all over LA. We need more green space.
4. It's important to us that the park and green space across the street from restaurant row be kept as green space for biking, walking, exercising and gathering.
5. We like the idea of a common civic center area for information, as well as better signage and better bike and walking paths next to the Marina.
6. It's important to us the retail space stay small in size and be more specialty, original stores instead of chain stores.
7. Traffic impacts should be considered on all construction sites. Traffic has increased significantly since more construction of buildings has increased. It has made it more challenging to get in and out of the Marina. It's important not to widen the roads but rather to cut back on construction and think of the quality of life.

Thank you for taking our thoughts into consideration.

Sincerely,  
Stephanie & Patrick Don Vito



**From:** [Walter Braun](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Cc:** [terrie@brauncom.com](mailto:terrie@brauncom.com); [walter@brauncom.com](mailto:walter@brauncom.com)  
**Subject:** Draft Marina del Rey Vision Statement

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Dear Planners,

I fully support the concept of the visioning process. It is great that all stakeholders are included in the collection of information and that the goals, concepts, and planned actions are presented to us. However, I have the impression that the MdR residents, for whatever reasons, were not listened to as much as they deserve. Residents' needs seem to receive less attention than visitors'. The section describing the purpose of the vision statement dedicates half of bullet point five out of six to residents.

Residents and visitors have many common needs and these receive the attention they deserve; e.g., adequate and uncluttered sidewalks, safer crosswalks, and separation of bicycle and motorized traffic. Also, many of us chose to live in MdR because of all those facilities that attract the visitors: boating, fishing, the harbor view, shops, restaurants, etc.

But residents have needs that visitors do not share, such as an acceptable noise level, particularly at night, and playgrounds and parks close to the residential buildings. These needs do not seem to get the attention they deserve.

Considering that a part of the MdR area is explicitly labeled as a residential district, one would expect that in this area the needs of the residents have highest priority, but this is not evident from the vision statement.

The feedback in Appendices A and B show clearly that the residents are overwhelmingly concerned about the following issues which are not addressed anywhere in the vision statement:

1. Slow down/reduce traffic on Via Marina (Appendix A, pp. 64, 66, 100, 131, 133, 185, 188, 209, 214, 216, 153, Appendix B p. 3)
2. No hotel in the residential district (Appendix A, pp. 46, 52, 63, 70, 89, 106, 107, 209, 216, Appendix B, pp. 3, 26)
3. Playgrounds/park in the residential district (Appendix A, pp. 89, 106, 107, 131)

I request that you study carefully the comments cited above and include appropriate actions in the next version of the vision statement. Particularly the first item above can easily be addressed by short-term measures.

Thanks and regards,

Walter R. Braun  
Bora Bora Way

**From:** [Jerome Greenwald](#)  
**To:** [DRP Community Studies West Area Section](#)  
**Subject:** I think if the marina wants to be world class it should look at millennium park in Chicago  
**Date:** Sunday, September 14, 2014 3:17:36 PM

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Sent from my iPad

**From:** [pm2pt5@gmail.com](mailto:pm2pt5@gmail.com)  
**To:** [Gina Natoli; DRP Community Studies West Area Section](#)  
**Cc:** [Kevin Finkel](#)  
**Subject:** Sept 17th RPC Meeting: Marina Vision Statement  
**Date:** Sunday, September 14, 2014 10:16:05 PM  
**Attachments:** [20140917 RPC Meeting MDR Vision.pdf](#)

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Dear Gina,

Please find attached a letter to the Commission for the Sept 17th RPC meeting.  
Best regards

Peter McClintock

Regional Planning Commission  
c/o Department of Regional Planning,  
320 West Temple Street  
Los Angeles, CA 90012-3225

September 14<sup>th</sup> 2014

Dear Commissioners,

Re: Regional Planning Commission Meeting .Sept 17, 2014: Marina Del Rey Vision Statement

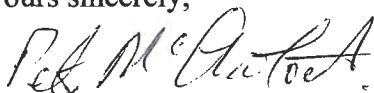
I would like to thank Ms. Natoli and staff for their work on the Marina Del Rey Visioning Statement. The Staff Report and draft Visioning Statement are now more reflective of the expressed views of Los Angeles County residents who would like to see the publicly owned waterfront land surrounding the Marina used for recreation and open space and not urban development. There is no support for using publicly owned waterfront land inside the beltway of Fiji, Admiralty and Via Marina for offices, shopping centers and hotels. The Los Angeles general plan notes serious deficits in Parkland: for unincorporated Westside a deficit of 87 acres and for the entire Westside a deficit of 5,434 acres. The County should use more of the Marina lands for additional parkland - far more than the proposed limited expansion of Chase Park.

Appendix F: Urban Design Technical Memorandum includes several alternative land use plans that were based on the existing LCP. Nearly all of these contain developments that run counter to the expressed wishes of Los Angeles County residents via the Visioning process. Fresh alternatives could be developed that place greater priority on recreational facilities, open space and parks that County residents have asked for and would better serve the ten million residents of the County who need space to breathe.

The existing LCP, versions of which have been vigorously opposed by County residents for over a decade, permits intensive urban development and effective privatization with 80-90% lot coverage, excessive height limits of 140-225' on several lots on the Marina side of Admiralty and minimal setback requirements. It provides inadequate 20% view corridors that, if implemented, would completely block the few remaining views of the Marina from Fiji, Admiralty and Via Marina for vehicle occupants looking at a 30 degree angle from the roadway. A review of lot heights and development intensity was promised as part of the Visioning process but these are not addressed specifically in the draft document. Precise setbacks, height limits, views and design requirements should all be part of the public process.

The LCP is a legal document but the Vision Statement is not. I therefore urge the Commission to recommend as a follow-up to the final Vision Statement a thorough revision of the LCP through a public process to bring the LCP into alignment with a Vision of the Marina that respects the wishes of Los Angeles County residents.

Yours sincerely,



Peter M McClintock  
13700 Marina Pointe Drive

**From:** [douglaspfay@aol.com](mailto:douglaspfay@aol.com)  
**To:** [DRP Community Studies West Area Section](#); [Gina Natoli](mailto:Gina.Natoli@coastal.ca.gov); [clester@coastal.ca.gov](mailto:clester@coastal.ca.gov)  
**Subject:** Marina del Rey Vision Statement letter for the 9/17/14 RPC hearing administrative record  
**Date:** Tuesday, September 16, 2014 11:03:14 PM  
**Attachments:** [MDR\\_Visioning\\_Statement\\_letter\\_9\\_16\\_14.pdf](#)

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Dear Los Angeles County Department of Regional Planning, Commissioners, and Interested Parties,

Attached is my letter that is to be included in the administrative record and distributed to the Regional Planning Commissioners prior to the start of tomorrow's hearing.

Respectfully submitted,

Douglas Fay

To: Los Angeles County Regional Planning Commission and Interested Parties 9/16/14

Subject: Marina del Rey Visioning Statement 2014 comments and questions by Douglas Fay

At the August 2014 Small Craft Harbors Commission (SCHC) the County's Supervising Regional Planner Gina Natoli stated the Vision Statement would be available to the public in late August for review and comment. It was not released and available until September 4, 2014. The pattern of reducing public input throughout this process by the County has been a consistent concern.

*What was agreed to at the California Coastal Commission Hearing Nov. 3, 2011:*

*"So the County has made a commitment also to a visioning process within the next five years, whereby the County will reexamine and update the LCP, addressing the remaining Periodic Review recommendations through a public process. And this review would comprehensively reevaluate the LCP and would examine some major controversial issue areas in the marina, including the density of development, building heights, and potential for additional parkland in the marina just to mention a few." (California Coastal Commission Hearing Transcript, Nov. 3, 2011, pp. 7-8)*

*"However, I would note that that's not to say there should never be any future parkland over on the west side of the marina. Additional parkland on the waterfront near the channel entrance at the end of Via Marina would provide for a more attractive location for visitors in the future, and the County has agreed to explore this option through the upcoming visioning process." (California Coastal Commission Hearing Transcript, Nov. 3, 2011, p. 11)*

*"The roadmap and visioning process was designed to address the cumulative impacts of the known projects that were moving through the pipeline here. We asked the County to initiate a longer term process to address these lingering controversial issues that continue to surround Marina del Rey. And it was no secret that Commission staff, and more specifically our former executive director, Peter Douglas, was never happy with the density and intensity of development in Marina del Rey. So we entered into a conversation with the County and gently convinced them to reexamine these broader scope of issues through this visioning process, followed by an LCP update in this five-year period." (California Coastal Commission Hearing Transcript, Nov. 3, 2011, pp. 181-182)*

## OPENING STATEMENT

The County continues to ignore controversial issues, community concerns and the directives of the California Coastal Commission (CCC). The open and transparent public participation requested by the CCC in this process has not occurred. To date, I have never witnessed or participated in MDR LCP policy discussions at a County public meeting. I have attended several meetings and spoke during public comment. The majority of my comments have been left out of the Marina del Rey (MDR) Visioning Statement (VS). Prior to one of the meetings I received an email notice from the County that stated, "tell us what you think." When I arrived at the meeting I was told that there would be no public comment allowed. The lingering controversial issues have not been adequately addressed in the VS.

It will take an update team that is experienced in coastal land use planning and independent of the influence imposed by County leadership to achieve this goal.

## HISTORY

Absent from the VS is a very important document House Document No. 389 (HD389). When it was decided that the recreational mecca Venice of America would be redeveloped for other land uses, HD 389 was the Federal document that provided analysis, guidelines, funding, etc. to relocate and affordable to all, recreational opportunities at the future MDR Harbor. The County has not adhered to what was approved by the House of Congress. Required Congressional review has not occurred. The CCC's approval of the controversial 2012 MDR LCP Update has proven to be problematic. It is an ambiguous document that is riddled with analysis and statements that are inaccurate and false, and coincidentally favored by County Staff. MDR resident and professional journalist Bruce Russell wrote and recently published a book covering past and current bureaucratic obfuscations titled, "Chinatown County The Sell-Out of Marina del Rey".

Recently County Supervisor Don Knabe publicly stated, "Everything is on the table" regarding land use planning and the VS. Working with paid consultants, his vision to move the boat launch ramp did not come from members of the public that use the facility, it came from developers and investors. Supervisor Knabe has also expressed interest in transforming the MDR land uses to suit the Silicon Beach fad through the VS.

## INTRODUCTION and Purpose of the Vision Statement

The introduction and purpose of the VS is vague, false, misleading and extremely ambiguous. The Visioning process was to be focused on the MDR LCP, driven by public participation, not the County and their consultants, and followed by an LCP Update within 5 years from Nov. 3, 2011.

In other words, as approved, the 2012 MDR LCP is the problem that needs to be opened, amended and completed by November 2016.

Draft policy language for MDR should have been included in the County General Plan Update (GPU). I made several requests at Small Craft Harbor Commission (SCHC) meetings to form a MDR Land and Harbor Use Advisory Committee to review permit applications, draft a vision statement and GPU/VS policies. Unlike the SCHC, which is made up of 2 appointed members from each of the 5 Supervisorial Districts, the advisory

committee would be made up of volunteer residents and business owners from MDR, and one County Staff liaison to take notes, assist as needed, and report to the Regional Planning Commission (RPC). I have not read any reference to this suggestion in the VS. This is a very effective planning tool used in other California counties and apparently needed here.

It is one of many solutions that get to the core of the problem: maximizing public participation at the local level.

The CCC has publicly stated that they are concerned about lingering controversial issues, density and intensity, the deficit of public open space approved in 1996, and many other concerns within the MDR LCP as the basis for the VS process.

## EXECUTIVE SUMMARY – Input, Recommendations, and Implementation

The entire executive summary is ambiguous and problematic, for example under implementation:

- Decisions concerning individual projects.
- Negotiations for lease extensions and new leases.
- Work programs for County departments with responsibilities in the Marina.
- Potential policy changes regarding the Marina del Rey Local Coastal Program.

“Potential” is defined as a possibility and expressed by words “may” and “might”. The purpose of the Visioning process is a mandatory LCP update. Because the current 2012 MDR LCP is problematic all major development and redevelopment project decisions should be stopped until a comprehensive update is completed.

Future negotiations shall be consistent with MDR LCP policy language. Current “pipeline projects” were not consistent with the LCP. The County has not produced a definition for “pipeline project” that is recognized through CEQA. Alternatives need to be considered followed by negotiations.

Work programs shall be included in the LCP Update. I’ve read documents that state County facilities are cleaned daily. The MDR Harbor and Oxford Basin are 2 examples of County facilities that have not been cleaned on a daily basis for decades.

Implementation Actions Additional Alternatives and Considerations:

1. Should start with the creation of a public volunteer MDR Advisory Committee.
2. Should include a comprehensive harbor maintenance and sediment removal plan. The fact that the harbor is a 303(d) listed impaired water body and not a priority in the VS implementation plan is alarming. Water quality is vitally important from both economic and ecological perspectives.
3. Should include a comprehensive LCP and historical planning review prior to, or concurrent with, the LCP update.
4. Should not consolidate parking and divide land uses into 4 zones or districts. Smart growth principles are suggested. Free short-term visitor parking is needed throughout the marina to support affordable recreational boating. Fish & Wildlife, Lifeguard, and Sheriff services should remain in the harbor at their current location to minimize response times.
5. Should impose mandatory height, density and intensity limits including commercial,



residential and hotel units. There should be no increase in commercial square footage that does not directly support a boating oriented need. For example: waterfront commercial space for Silicon Beach establishments.

6. Should recognize that the Oxford Basin is a Bird Conservation Area that should not become a recreational park for the Oceana Senior Living Facility. It is a bird refuge that was mitigation for the development of the harbor. It needs to be restored and managed for wildlife in perpetuity. It is appropriate to rename this parcel the Roland C. Ross Bird Conservation Area to honor the man that was instrumental in securing the conservation of this 10.7 acre parcel. The County needs to recognize a definition for Bird Conservation Area and guidelines to manage this parcel consistent with ESHA standards. The County should be encouraging the City of Los Angeles to develop a joint water recycling facility at the Thatcher Maintenance Yard adjacent to Admiralty Way Park.

7. The Oceana Senior Living Facility needs to be relocated to a more appropriate location. The Annenberg Foundation's proposed Urban Ecology Center should be considered at this location, adjacent to the Bird Conservation Area, on Parcel OT, rather than within the Ballona Wetlands Ecological Reserve. One of the controversies during the 2012 LCP amendment was the Senior Facility being allowed on a parking lot that was protected to become a public park. To mitigate the loss of public park space, the bird refuge was credited as public park when it was set aside as mitigation for loss of wildlife habitat 50 years ago.

8. Bike and walking path enhancements need to be implemented including alternatives to the current planning documents.

9. Recreational scuba is a water sport activity that continuously gets left out of the planning process. The majority of world-class recreational marinas cater to this lucrative industry. Currently the only amenity available is air fills at the fuel dock. None of the yacht clubs, hotel and residential complexes cater to divers. In fact, scuba in swimming pools, a necessity for training, is prohibited throughout the marina and absent from the VS.

10. The planting palette should be native to the area and maintained for maximum ecological abundance and diversity. Trees should be competently selected and adequately spaced away from bike and walking paths so that frequent damage, ensuing costly repairs, and disturbing roosting birds can be minimized.

11. An aquarium should be considered at an appropriate location for example: Fisherman's Village. A sustainable seafood, live and fresh seafood establishment should be encouraged at Fisherman's Village.

12. All infrastructure systems need to be upgraded to the most efficient and ecology friendly designs including, but not limited to, wastewater and runoff recycling and reuse, solar electricity and heating, rooftop gardens, and energy efficient building design.

13. Live aboard permits and supporting amenities should be allowed to meet the demand.

14. An affordable short-term public haul out and do it yourself repair location should be established. Currently boat owners have to go to Redondo Harbor for this amenity.

15. Nets to remove floating debris should be mandatory on all docks in the marina.

16. The Mariner's Village parcel redevelopment should be consistent with CCC and County language that encourages increased waterfront public access and wildlife habitat

along the jetty. Building setback should be a minimum of 40 feet from the top of the jetty.

17. The County should be prohibited from utilizing the Ballona Wetlands Ecological Reserve (BWER) for temporary and long-term parking and storage purposes. Re-routing the bike path off of Fiji Way and locating it adjacent to the BWER should be considered. The sidewalk on the marina side of Fiji Way, adjacent to the commercial boat operations, should be widened.

18. Revenue generated from MDR should be reinvested into MDR until all of the environmental concerns including, but not limited to, the harbors 303(d) listed sediment impairment, the Oxford Bird Conservation Area's blatant neglect, the encroachment onto the BWER has been removed, and other needed infrastructure upgrades that should be included in a comprehensive LCP Update are funded and completed.

19. To improve water quality, developing an in water boat cleaning system that vacuums the debris coming off the boat , and applying for grant money to develop a system, should a priority and encouraged.

#### SUMMARY

The Regional Planning Commission should recognize that the VS as written should not be approved and recommended for approval by the Board of Supervisors. If you took the time to read the 2012 MDR LCP you would probably notice that part of the document was written by CCC Staff and other parts were written by County Staff to make the pipeline projects seem acceptable.

One of the statements made in the CDP that supported increased recreational use at the Oxford Basin was that there was no public coastal access in the marina because there was only revetment. What about Marina/Mother's Beach? It's pictured on the cover of the VS.

Even though the statement was utterly false, because the LCP was approved it could be used to promote controversial development. That's not acceptable and needs to be changed.

I am available to assist you at drafting a MDR LCP Update that meets the satisfaction of the CCC, the residents, business owners and visitors of MDR, and the County residents. I would be honored to serve on an advisory committee that works with and reports to the RPC.

Respectfully submitted,

Douglas Fay  
644 Ashland Ave Apt A  
Santa Monica, CA 90405



**APPENDIX B**  
**ONLINE TOWN HALL IDEAS REPORT**



## **Topic Name: Making One Change**

### **Idea Title: To be known as a bike-friendly destination**

Idea Detail: We need bike paths and bike racks everywhere to encourage more people but with bikes there would be less congestion, fewer cars and parking problems. We need a much more pedestrian-friendly crossing at Lincoln & Maxella, where people access Admiralty Park behind Ralphs.

Idea Author: Karen K

Number of Seconds 0

Number of Points 24

Number of Comments 0

### **Idea Title: Boat/Board Kitchen**

Idea Detail: I think it would be really fun if there were a community based workshop sort of along the lines of the Bicycle Kitchen in Los Angeles, but for the repair and maintenance of small watercraft, surfboards, and SUPs. For a small fee, anyone could bring a leaky boat or a cracked surfboard into the workshop and could get some guidance as they work on repairing the problem themselves.

Such a workshop could help low-income boat owners keep their crafts seaworthy and safe, while also teaching valuable skills such as: woodworking, fiberglass repair, etc.

Idea Author: Josh H

Number of Seconds 0

Number of Points 17

Number of Comments 0

### **Idea Title: change intersection at Via Marina & Admiralty to a roundabout.**

Idea Detail: fewer U turns southbound on via marina

Idea Author: bill A



Number of Seconds 0

Number of Points 16

Number of Comments 0

**Idea Title: Density and traffic**

Idea Detail: We do not need any more hotels and apartment buildings in the Marina, especially of the high-rise and high density kind. They exacerbate the already difficult traffic problems on Via Marina, Admiralty Way, Washington and Lincoln Boulevards. Via Marina and Admiralty are considered scenic routes by the California Coastal commission. Large buildings obstruct view from these roads. Marina del Rey is public land designated as recreational site. It was never intended to be exploited in order to fulfill a developer's dream location.

Idea Author: Sandra S

Number of Seconds 0

Number of Points 16

Number of Comments 2

Comment 1: It's really important to strike an appropriate balance between limiting traffic congestion and bringing people to the marina because it's a lively, fun recreation destination. More inexpensive or free public transportation options will help - a 25-cent "jitney" service that circles the marina every 10-15 minutes would be terrific. Improved, year-round, inexpensive water taxi service is important too. And safe, comfortable bike paths with views, bike racks at parks and restaurants, and water fountains/restrooms along the way would also help encourage people to park their cars and circulate in more relaxed and "greener" ways throughout the marina. What if parking on the outskirts of the marina was FREE and a jitney brought people into the center of the marina to circulate.... but destination parking at Chase Park or Mothers' Beach. etc. was fairly expensive? That might encourage people to "park and ride" in the marina. | By Peter P

Comment 2: This is so important. | By LeeAundra K

**Idea Title: Improve water transportation options**

Idea Detail: Improve dock access at various parts of the marina for dinghies, kayaks, etc.. and



encourage residents and visitors to get out of their cars and use the water to get around MDR

Idea Author: Kevin L

Number of Seconds 0

Number of Points 15

Number of Comments 0

**Idea Title: Upgrading parking meters to take credit cards at Chase Park.**

Idea Detail: This will be more convenient especially when transporting elderly.

Idea Author: Monica L

Number of Seconds 0

Number of Points 5

Number of Comments 0

**Idea Title: Water destination at Mother's Beach, health food market nearby.**

Idea Detail: Cleaning up Mother's beach, making it into a great water park.  
Keeping the Marina boater friendly with access to restaurants & shopping.. A good market for area residents, with organic foods highlighted and a greater variety than presently available.

Idea Author: bill A

Number of Seconds 0

Number of Points 4

Number of Comments 0

**Idea Title: Continuity**

Idea Detail: The Marina has no character because the improvements and development are being made in a haphazard manner. It would be so nice to see this redevelopment approached as more of a master plan.



Idea Author: Pat R

Number of Seconds 0

Number of Points 3

Number of Comments 0

**Idea Title: Solar powered water taxis**

Idea Detail: San Francisco has done a really nice job incorporating solar powered ferries from the Embarcadero to Alcatraz Island. Could we use their model and have a solar powered water taxi service in the marina? Cutting fuel costs and air pollution should be the goal. And savings could be passed along to riders - Maybe the water taxi could be FREE June, July and August for visitors, and 25-cents the rest of the year for marina residents.

Idea Author: Peter P

Number of Seconds 0

Number of Comments 0





**Topic Name: What is your vision for Marina del Rey?**

**Idea Title: Bike Paths & bike racks to reduce cars, traffic & parking proble**

Idea Detail: Need to make the Marina & surrounding area bike friendly to reduce congestion

Idea Author: Karen K

Number of Seconds 0

Number of Points 21

Number of Comments 0

**Idea Title: A Community Boathouse**

Idea Detail: Building a community boathouse with space for youth programs and adult non-motorized boat users would be a positive development. The LA rowing community, youth and adults, would be well served by this community facility located directly on the main channel. Take a look at other community boat houses, e.g. Boston, Newport, Austin etc.

Idea Author: Liz G

Number of Seconds 0

Number of Points 11

Number of Comments 0

**Idea Title: Water Accessibility**

Idea Detail: - Be able to get anywhere in the Marina via boat/ look at dinghy docks for access to restaurants/shopping/other access points

Idea Author: Kevin L

Number of Seconds 0

Number of Points 9



Number of Comments 0

**Idea Title: Balance**

Idea Detail: The goal today should be to aim for a logical balance of elements going forward. True boating and water related themes should be the centerpiece from which the other ingredients compliment or integrate. So, first a strong foundation and ideology of water access and boating, then an emphasis on geographic connectivity that will form a better sense of physical community, which is sorely lacking. This area should celebrate its unique geography and role. And those responsible for its restructuring should adhere to its true purpose. This adherence doesn't have to exclude a charm and layout that could also attract tourist activity and dollars. This balance can be struck, but those guarding the bureaucratic gates would need to be sharing this common vision.

Idea Author: Pat R

Number of Seconds 0

Number of Points 5

Number of Comments 0

**Idea Title: Marina del Rey "Another day in Paradise"**

Idea Detail: MDR is a world class location where people come to meet, shop, dine, recreate, visit and live

Idea Author: ralph R

Number of Seconds 0

Number of Points 5

Number of Comments 0

**Idea Title: Harmony with the ocean - e.g. a dedicated sea lion dock**

Idea Detail: This might rank a bit lower in importance than other improvements but perhaps a designated space for the sea lions - one where they are not chased off by dock owners. I know they are a nuisance for boaters but the sea lions are becoming an attraction in their own right and many residents love them. A space like Pier 39 in SF might keep them off the other docks



and bring in visitors. We live and visit the Marina to experience the ocean. Makes sense we should live in harmony with the sea life, yes?

Idea Author: LeeAundra K

Number of Seconds 0

Number of Points 3

Number of Comments 1

Comment 1: Yes, we need to speak to one of the sea lion leaders (the bigger ones I think) and have him instruct the rank and file to go to a specific place to be viewed. | By Pat R



**Topic Name: Walking Marina del Rey**

**Idea Title: Improve path directional & informational signage**

Idea Detail: Add pathway signage throughout the marina on popular walkways with maps/focal points/businesses that someone walking the marina would enjoy - maybe also interpretive signage that gives information about the marina, wildlife, boats, etc..

Idea Author: Kevin L

Number of Seconds 0

Number of Points 18

Number of Comments 0

**Idea Title: more intergrated interaction/accessibility via walkways**

Idea Detail: more intergrated interaction/accessibility via walkways

Idea Author: Dan T

Number of Seconds 0

Number of Points 15

Number of Comments 0

**Idea Title: Provide better parks and make it dog friendly**

Idea Detail: Provide grassy areas for relaxation and play like Palisades park on Ocean Ave.

Idea Author: Karen K

Number of Seconds 0

Number of Points 15

Number of Comments 1



Comment 1: More parks in the western part of the Marina would be great too. How about making all of parcel 9U into a park? With a dog area. An acre refuge for the birds is great but it's not enough and do we really need another hotel? I think occupancy rates aren't anywhere near capacity as it is... | By LeeAundra K



## Topic Name: A More Connected Marina del Rey

### Idea Title: Creating a walker's and cyclist paradise

Idea Detail: In a community you recognize the faces of your neighbors and of people who live in the same area but in MDR we're always in our cars. For example, when I walk my dog along Admiralty Way I feel like I'm walking next to a freeway. The cars all zoom past me at 50 mph and there are very few crosswalks. The people I do see are walking because they have a dog, they take public transportation, they are running, or they are a tourist trying to figure out how to get to Venice Beach. Additionally, I don't get the feeling that MDR is connected when most of the buildings on main streets are built like a fortress to protect their inhabitants. There are small streets that feel much more connected but I never know when there will be a sidewalk.

If we want to feel connected we have to get out of our cars. Which means that we have to place a greater effort on making MDR walkable and easier for cyclists as well. More crosswalks, lowering the traffic speed, and making sure future developments are not designed to be a fortress for its residents. This all adds to the comfort level of walkers and it encourages more walking among its residents and visitors.

Idea Author: Silvia L

Number of Seconds 0

Number of Points 9

Number of Comments 2

Address: 4160 Admiralty Way 90292, United States

Comment 1: Totally agree. Also need to retain and improve views of the Marina from Admiralty and the Marvin Braude bike trail. | By Peter M

Comment 2: Totally Agree. The streets are designed to flush cars through MDR as quickly as possible, instead of facilitating community. Admiralty should not be just a bypass to Lincoln. MDR residents and businesses deserve a local-serving street that is calm, walkable, and bikeable. | By Eric B

### Idea Title: Add a bikeway along Lincoln connecting Fiji to Ballona Creek

Idea Detail: Bicyclists trying to get to Marina del Rey have to go over a mile out of their way to safely enter MDR because Lincoln is not a safe route. If we want people to be able to get to



MDR safely without driving, we need to make alternatives safe and convenient. Recreational bike paths that meander do not serve transportation needs efficiently.

Idea Author: Eric B

Number of Seconds 0

Number of Points 6

Number of Comments 1

Comment 1: Yes, this would allow MDR residents much easier access to Ballona Creek to ride east into Culver City. Looks straightforward to link Ballona Creek to MDR with a bike path adjacent to Lincoln as suggested - some digging to make a route beside Lincoln under Culver but looks as though the existing bridge already has the side span structure and space. Possible alternative is to extend the existing bike path straight across to Ballona Creek from Fiji & Admiralty - a section might need to be elevated above wetland but not difficult.

A very useful addition would be to extend a bike bridge over Ballona Creek to Playa Vista. Might be possible to hang it under or attach beside the existing Lincoln bridge. | By Peter M

**Idea Title: Water Taxi**

Idea Detail: They should run longer than the summer months. It's a unique way to get around the marina on weekends without having to drive to restaurants, find parking or pay for valets, etc.

The cost of having this should be split among the community (ie restaurants, hotels, etc.) as it would benefit all.

We live in the neighborhood and hear visitors and residents alike on the taxi that this would be a huge benefit and draw to the area.

Idea Author: Susanne K

Number of Seconds 0

Number of Points 6

Number of Comments 1



Comment 1: More prominent (but attractive) signs and schedule/fare information at several of the stops would increase ridership. I suspect many are unaware of where some of the stops are. | By Peter M

**Idea Title: Make a continuous public path around the Marina**

Idea Detail: There are too many private areas. There should be a walking path all along the edge of the marina that would let people go for a walk and access restaurants, bars, stores... At this time the marina is surrounded by individual private units of residential or commercial that does not open to the public spaces. Lets remove all the chain link fences and open the spaces for everybody to enjoy it.

Idea Author: vianney B

Number of Seconds 0

Number of Points 5

Number of Comments 0

**Idea Title: A free shuttle bus circuiting the Harbor**

Idea Detail: Starting at Via Marina and the entrance to the Harbor, along Via Marina going north, turning right onto Admiralty Way and ending at Fisherman's Village. Then turning around and reversing the route.

Idea Author: Sandra S

Number of Seconds 0

Number of Points 3

Number of Comments 2

Address: 90292

Comment 1: Nominal \$1.50 one-way or \$2.00 round-trip (incentive discount) cost to help subsidized shuttle is reasonable in lieu of free of charge. | By Jessica K

Comment 2: They already do this. Here is the link for the Beach Shuttle, [http://file.lacounty.gov/dbh/docs/cms1\\_146916.pdf](http://file.lacounty.gov/dbh/docs/cms1_146916.pdf)





They pick up from Playa Vista, through the marina, and Venice. | By Alicia K

**Idea Title: In addition to walkways/bike paths contiguous around Marina.**

Idea Detail: Open up picnic area at Mother's beach, add enclosed salt water pool to keep pollutants out, add a workout area with various stations & diagrams. That will keep groups off picnic tables and concrete around picnic area. Will try to attach images.

Idea Author: bill A

Number of Seconds 0

Number of Comments 0

**Idea Title: A public park**

Idea Detail: Open up views from Admiralty down the main channel and provide another public space with a small park adjacent to the California Yatch club. This would be a stopping point for bicyclists and pedestrians and an opportunity for local residents from the huge number of apartments in the area to enjoy the Marina area and connect with one another.

Most views of the Marina have been blocked from public streets and even the Marvin Braude bike trail. This would enhance the overall quality of the bike trip around the Marina. People also use this location to watch fireworks and boat parades.

Idea Author: Peter M

Number of Seconds 0

Number of Comments 0

Address: 4469 Admiralty Way 90292, United States



## Topic Name: Marina Congestion

### Idea Title: Review the corner of Washington and Lincoln

Idea Detail: Add a bike path to lincoln Blvd. Widen the sidewalks. Plant trees.

Ideally there would be a light rail running in the middle of the boulevard and lots of parking lots along its length.

Also improve the floor marking for pedestrians crossings and increases its number to connect the East side of Lincoln to the marina.

Idea Author: vianney B

Number of Seconds 0

Number of Points 8

Number of Comments 0

### Idea Title: Crosswalks need flashing lights

Idea Detail: Especially on Admiralty, ALL crosswalks at the major intersections should have flashing lights. People speed badly along Admiralty. I have seen many accidents at Bali and Admiralty in particular.

Idea Author: Alicia K

Number of Seconds 0

Number of Points 3

Number of Comments 0

### Idea Title: Main Channel buoys/markers need lights

Idea Detail: When navigating through the Main Channel in the harbor, it is often impossible to see the small buoys until you are right up in front of them. It would be much safer in boat traffic if those had some kind of light (solar?) on the top.

Idea Author: Alicia K

Number of Seconds 0



Number of Points 2

Number of Comments 0

**Idea Title: Add bike lanes to Admiralty Way**

Idea Detail: Admiralty Way is where all the destinations are, but it is a terrible road for walking and biking. It needs bike lanes to calm traffic and provide safe and efficient mobility to actual destinations.

Idea Author: Eric B

Number of Seconds 0

Number of Points 1

Number of Comments 0

**Idea Title: add/keep landscape on Admiralty Way**

Idea Detail: Please do not pave over any more medians! Please drive along Stocker St. between La Brea & Crenshaw to compare that pleasurable experience to the paved medians on Admiralty & the ugly intersection of Lincoln & Hwy 90.

Idea Author: Jessica K

Number of Seconds 0

Number of Points 1

Number of Comments 0

**Idea Title: Congestion: More turn lanes Mindinao and Admiralty Way plus**

Idea Detail: at Bali, Via Marina at Admiralty, Via Marina at Washington. Shorten stop light at Bali and Admiralty so more cars can exit and enter. The stop light crossing at Lloyd Tabor Library and Admiralty is dangerous due to convergence of bicyclists, cars and pedestrians at a short crossing point.

Idea Author: Sandra S



Number of Seconds 0

Number of Comments 0

**Idea Title: More crosswalks and raised curb protecting bike lanes**

Idea Detail: Congestion during the heaviest hours of use in MDR is what it is. MDR is a small area with lots of people all trying to get to work at the same time. There are not many streets from Admiralty that lead to Lincoln and most of the smaller streets of residential areas connect to Admiralty. It is only natural that congestion happens, as it does all over LA.

But we can try to make it safer for pedestrians and cyclists which I believe is the goal at the end of the day since it also makes it safer for cars. If there were more crosswalks before major intersections it may give walkers the option to avoid the major intersections and cross before their destinations.

As for cyclists, having a bike lane would make a difference if it is protected by either a raised curb or a barrier of parked cars. I say this because there is a bike lane on Washington Ave but many cyclist choose to use the sidewalk because cars on Washington make it unsafe and intimidating for the less experienced cyclist.

Idea Author: Silvia L

Number of Seconds 0

Number of Comments 0



## **Topic Name (Instant Poll): A Better Marina**

### **Idea Title: Recreation**

Number of Seconds 14

### **Idea Title: Marine**

Number of Seconds 8

### **Idea Title: Restaurants**

Number of Seconds 6

### **Idea Title: Retail**

Number of Seconds 3

### **Idea Title: Residential**

Number of Seconds 1

### **Idea Title: Public Facilities**

Number of Seconds 1

### **Idea Title: Commercial**

Number of Seconds 0

### **Comments**

Number of Comments 8

Comment 1: The marina already is one of the world's best, now we need more public access, Chase park is great, a perfect place for new charter boats, boat rentals, guest slips, sailing lessons and a free human powered boat launch area, all with public parking. | By ralph R

Comment 2: What Marina del Rey lacks are charming, moderately priced, informal waterside cafe/bistros with a view. Shanghai Red's and the Warehouse are a joke, mere tourist traps.



Cafe Del Rey and Jerne are good, but expensive. The Chart House is fine, but again, not very intimate and a bit on the pricey side. The Jamaica Bay Inn restaurant is too formal and also pricey. The food at Killer Shrimp is mediocre and the atmosphere and noise level is frantic. Saponi at Fisherman's Village has the right idea. So does the restaurant at the Marina del Rey Hotel. You should talk to Nick Caruso, he understands the concept, but the Waterside has no view. The Marina needs to be on a par with Abbot Kinney Boulevard. That is where locals and the tourists go to eat and shop. In terms of restaurants, MDR is neither a local, foodie or tourist "destination." Given its major asset, i.e. superb water views, it should be.

| By Sandra S

Comment 3: Second that. More outdoor patio restaurants with water views... | By LeeAundra K

Comment 4: Definitely agree. More outdoor patios to enjoy a casual meal, coffee, or a beer are needed. The space adjacent to Mendocino Farms and Fresh Brothers is great, but effectively, you are sitting in a parking lot! Fisherman's Village seems to be the logical place to make this a reality. | By Jim E

Comment 5: There is plenty of shopping in the marina and across Lincoln in Del Rey. We just need better pedestrian / bike access since Lincoln is an 8-10 lane intersection at Maxella. It can be scary and intimidating so people drive, which creates traffic and parking problems. | By Karen K

Comment 6: I think there's more to this. Again, it needs to be a pleasant and desirable destination for all, addressing traffic, recreational and shopping. | By Vivian C

Comment 7: need neighborhood market on Via Marina | By bill A

Comment 8: There is a market on Via Marina, it just needs some updating. | By Jim E



**Topic Name (Instant Poll): Revitalizing Marina del Rey**

**Idea Title: More bike access**

Number of Seconds 11

**Idea Title: Wider sidewalks**

Number of Seconds 7

**Idea Title: More restaurants**

Number of Seconds 6

**Idea Title: Other\_\_\_\_\_**

Number of Seconds 6

**Idea Title: More trees and plantings**

Number of Seconds 5

**Idea Title: More retail**

Number of Seconds 3

**Comments**

Number of Comments 14

Comment 1: Provide incentives for biking, walking, using transit. | By Dylan S

Comment 2: Agree with the comments on a revitalized Fisherman's Village | By Kevin L

Comment 3: Would like better dock access to restaurants like the Warehouse and Fisherman's Village. Would also like to see better bike lanes on Admiralty Way going east. | By Mari N

Comment 4: More dock and dine areas for people to enjoy local restaurants.  
Better Fisherman's Village! There is really no reason to go there right now, other than boat rental or parasailing.



Shopping doesn't seem like such a great thing in this community, it really should be a recreational and food-centric city. The place where you go for a beautiful waterfront dining experience after a nice bike ride or boating or fishing trip. | By Alicia K

Comment 5: I'd like to see higher end retail and restaurants at Fisherman's Village. For such prime real estate, we need to do better than souvenir shops and cheap Mexican food. Other cities create "river walk" type settings that attract more local residents. If you build it, they will come. | By Aimee T

Comment 6: More (and better) bike parking, usable with modern locks; bike lanes on inter-basin streets; wayfinding signs to tempt cyclists off the bikeways and to MDR businesses and amenities. (The racks at Fisherman's Village are not very good at all; check these guidelines: [http://www.apbp.org/resource/resmgr/publications/bicycle\\_parking\\_guidelines.pdf](http://www.apbp.org/resource/resmgr/publications/bicycle_parking_guidelines.pdf)) | By Richard R

Comment 7: MDR needs a physical center. That center could be the water. People can come, park and transport via water busses and taxi's, where they could access waterside retail and recreation. | By Pat R

Comment 8: And don't forget that the Marina is and should be all about boats, boaters and marine access! | By Pat G

Comment 9: Owning and storing a boat in MDR will never be cheap. But the marina has lost a significant percentage of small boats slips (30 feet or fewer) over the past decade. This reduced inventory has driven up the cost of the remaining small slips.

These have been replaced by larger, more expensive slips. We need to increase the number of smaller slips so that MDR remains relatively affordable and does not become a playground for the "mega-rich". | By Jim E

Comment 10: In today's world more and more people are using bicycles i think we need to create more safe bike trails, all around the Marina. And as starters for revitalization Fisherman's village is a disgrace and has been for many years. | By ralph R

Comment 11: How about revitalizing the Community Room at Chase Park? | By Monica L

Comment 12: How about a better restaurant selection at Fisherman's Village? | By Monica L

Comment 13: Second that. | By LeeAundra K





Comment 14: Improved signage that ties the entire community together as one destination and provides information about MDR businesses and focal points as well as information about the harbor, birds, sea life and other natural elements of MDR | By Kevin L



## **Topic Name (Instant Poll): Getting From Here to There**

### **Idea Title: Shuttle**

Number of Seconds 8

### **Idea Title: Walking**

Number of Seconds 6

### **Idea Title: Bicycle**

Number of Seconds 5

### **Idea Title: Bus**

Number of Seconds 0

### **Idea Title: Ride Share**

Number of Seconds 0

### **Comments**

Number of Comments 8

Comment 1: I would like to see the water taxi operate year round, not just in the summer. The water taxi "stops" should be more than just a dock or slip - an iconic structure that really calls attention to the water taxi and its route would increase ridership and could make the water taxi a destination in itself. Imagine if the simple "ride around the marina" was just that - an destination opportunity to see the marina from the water and maybe stop midway for an ice cream break or for lunch at one of the waterfront restaurants. | By Peter P

Comment 2: I agree that all listed are important | By ralph R

Comment 3: Consider a means to walk completely around the Marina, not just portions. I tried once to walk from Mother's Beach to Fisherman's Village and was met with many obstacles of blocked off paths and having to back track to go around certain facilities. | By G B

Comment 4: Marina needs to be redesigned to make it a pleasant destination for all. That includes better traffic control, better planned shopping and dining areas overlooking the water -



basically what's been done very successfully in Long Beach and San Diego. | By Vivian C

Comment 5: A "boardwalk" along the harbor and interweaving through and with restaurants, shops, view points, etc. | By Dan T

Comment 6: The County should look at connections between the Marina traffic and nearby school traffic and also reach out to stakeholders in surrounding communities. We all share the same roads. | By Pat H

Comment 7: In addition to continuous and safe bike routes; an effective shuttle would have a significant effect in diminishing traffic. | By Noah N

Comment 8: A continuous and safe bike route that connects Venice to Playa is necessary- the current route is not adequate | By Steven C



**Topic Name (Instant Poll): A Family-Friendly Community**

**Idea Title: Park**

Number of Seconds 5

**Idea Title: Other** \_\_\_\_\_

Number of Seconds 3

**Idea Title: Affordable Dining**

Number of Seconds 2

**Idea Title: Better Sidewalks**

Number of Seconds 2

**Idea Title: Museum**

Number of Seconds 1

**Idea Title: Family Entertainment**

Number of Seconds 0

**Comments**

Number of Comments 9

Comment 1: My friends and I are mourning the loss of Cafe Mermaid. More causal dining places are needed for the kayakers, SUPs, and others who want to enjoy a causal bite to eat even if they have sandy feet or wet clothes! | By Pat G

Comment 2: Parcel 9U (corner of Via Marina and Tahiti) has been vacant for years and efforts to build a hotel there have flailed. Give up the idea of a hotel or any sort of building and make it a park. The 1 acre refuge for water fowl the County has already planned is a good idea but too little an effort. We don't need another hotel - we need more parks, especially on the west side of the Marina. | By LeeAundra K



Comment 3: Marina Del Rey should be an exceptional recreational playground for LA residents who want to escape the congested city.

Priorities: open space/parks, views, recreational facilities, paths, low rise restaurants and parking. Recreational facilities should include more kayak/paddle board launch locations and storage, small boat launch and storage, playgrounds, courts (tennis, paddle board, basketball, volleyball, etc). In-short, a multi-use park. | By Peter M

Comment 4: Families want a safe, fun place to visit. The biggest turnoff to families in this area is trash (Marina Beach especially needs help) and the large transient population. Direct information from the MDR Sheriffs department tells us that many drug users and known felons are coming from Ballona wetlands into the marina area, and until this issue is addressed, they will continue. This needs to be a state and county effort, the Ballona wetlands are protected for animals, and the amount of people living there is detrimental to not only the environment but also their own health. | By Alicia K

Comment 5: Absolutely, we need more public spaces where people can gather, sit, walk/bike, snack and enjoy views and fresh air coming off the Marina. An opportunity exists to create such a space on the Marina side of Admiralty somewhere between the Fire station and the Library. This would simultaneously allow views from Admiralty and the Marvin Braude bike path. It is roughly equidistant between Chase Park and Mothers Beach both of which are well used.

Residents of the huge number of apartments created in the area and across LA need open spaces to breathe. We do not need more hotels and construction crowding the Marina. It is a unique publicly owned location that should not be destroyed by over development. | By Peter M

Comment 6: Stop destroying the MARINA by extending the CITY out and even over the water, lessening water views, adding traffic where traffic cannot be mitigated due to the limited land BECAUSE THIS IS A MARINA, and causing worse air pollution than we already have.

FROM THE ONSET OF THIS MARINA IN THE 60s IT WAS MANDATED, AMONG OTHER THINGS, THAT PEOPLE WOULD BE ABLE TO WALK EVERY FINGER AND THE ENTIRE MARINA AT THE WATER WITHOUT OBSTRUCTION. THAT HAPPENED TO A LIMITED DEGREE AND NOW IT WILL BE LESS THAN IT EVER WAS.

The County Supervisors had a WONDERFUL IDEA in creating the Marina and they have spent all their time since then mismanaging it in a myriad of ways, including, it seems, approving DEFERRED MAINTENANCE in the developers/lessees leases, as instead of maintaining residential and commercial leaseholds from the onset, they have been left to deteriorate, been totally mismanaged and now that their super long lease terms are up, it's off



to the races to "citify" our MARINA.

SO SAD.

| By Roslyn W

Comment 7: There are 3 things that attract families/people, and they are "FOOD" "MUSIC" and what ever else happens. Thus to reinvent Marina del Rey we need several gathering places with all levels of food and entertainment. | By ralph R

Comment 8: The picture above would be the perfect area for an enclosed salt water pool that families, adults & children could safely use. It would allow for a separation between the boat pollutants and a filtered & monitored pool. It would still allow the paddle boarders, kayakers, etc. ample room. The picnic area would be much more inviting if open & cleaned with a few unisex bathrooms and an outdoor tiled, shower. | By bill A

Comment 9: More bike facilities | By Dylan S



## **Topic Name: Meeting Your Needs**

### **Idea Title: Cleaner water**

Idea Detail: This beach exceeds state pollution standards 17% of the time (per NRDC.) It is one of the more polluted beaches in the area which is not good considering it ostensibly caters to small children.

Idea Author: LeeAundra K

Number of Seconds 0

Number of Comments 0

### **Idea Title: Children's play area**

Idea Detail: Having a safe place for children to play (jungle gym, slides, etc.) with an appropriate, soft, ADA accessible play surface would be great.

Idea Author: Peter P

Number of Seconds 0

Number of Comments 0



## **Survey: July 17th Community Focus Group on Mobility, Circulation**

**Question: Are the right types of parking in the appropriate places in the Marina to serve your needs?**

**Definitely not enough parking and not well indicated.**

**I don't drive to MDR.**

**Modern bike parking**

**Need better parking at Fisherman's Village, specifically for large mass of cars exiting the premises**

**no. need more parking**

**Parking is terrible in the Waterside Shopping Center. That whole lot is designed really badly, it is constantly congested and the flow doesn't work right. Parking on the whole west side of the marina, especially on Tahiti Way.**

**yes**

**Question: Once you park your vehicle, is it easy to walk to your destination, or are there improvements you would suggest that would make walking from parking lots more comfortable?**

**better promenades**

**Bike racks should be abundant and as close to destinations as possible.**

**I don't drive to MDR.**

**It's fine.**

**No clear signage or visibility for where to go in the marina from any public parking area - maybe have maps/suggested walking tours/restaurant guides/activity guides so people who are parking have some sort of idea of what is walkable - also offer direction to alternate parking areas**

**The only place with parking and easy access to the marina is at chase park.**





The parking area is sadly too small and the other parkings are not easily connected to the marina.

yes

**Question: What enhancements should be made in the Marina to improve pedestrian and bicycle circulation and access?**

**Better bike signage for the 22 mile coastal bike path. Maybe maps of the harbor more frequently in the area? Flashing pedestrian crosswalks.**

**For bicycles there should be direct access from Mothers Beach all the way down to Tony P's. To get there I bike on a narrow sidewalk in front of the Marina City Club. Finally past Ritz Carlton to Tony P's to but back in the dangerous street of Admiralty Way to get to the bike path. The area at the City Club should be open to the public to access and their should be access all the way down to hook up with the bike path and avoid the street.**

**Need to better identify bike lanes, specifically in areas where bikers need to transition across traffic (like on Fiji Way)**

**New cycle-tracks or separated bike lanes on every street, and resurface existing bike paths.**

**promenade**

**There needs to be efficient bikeways on the streets that allow bicyclists to connect to retail and other destinations. The recreational path meanders and is totally out of the way for people actually biking for transportation. The streets are not safe right now.**

**There is a major missing connection between Ballona Creek and MDR along Lincoln. Having to go all the way to Fiji adds well over a mile to a trip from areas to the east, which is a major deterrent to people trying to get to MDR.**

**Wider sidewalks along the water. Continuous access to the water edge for pedestrians and bicycles.**

**Question: What ideas do you have for improving boater facilities, boat circulation and access?**



Access to the marina seem fairly good.

Fisherman's Village needs a major overhaul and more better restaurants. El Torito and Shanghai Reds are terrible. No boater parking. What a joke considering their is plenty of space for docks for boaters to park and dine or shop. The County uses space to park derelict boats that are an eyesore to look at. Nothing to promote tourism. Get rid of the County derelict boats and make nice boater parking & give Fisherman's Village the much needed makeover it needs with much better shops & restaurants

More dinghy and kayak and SUP storage!!! A major issue for years. There really isn't very much small craft storage available, esp. since marinas are no longer allowed to get dinghies stored on docks near the seawall. This has eliminated much of that storage option.

Also, it is VERY difficult to see the Main Channel markers in the middle of the channel. Could they install some sort of light on the tops of those buoys? Many people have run/almost run over those at dusk or after dark.

Need to put boater supply access closer to the public boat docks for visiting boaters or provide easier and more clearly defined paths & routes to get to these areas. Newport Beach has a welcome guide for visiting boaters that helps communicate various services, attractions, restaurants, etc. in the area -- maybe add that?

No answer

none

none.

#### Comments

Number of Comments 0



## **Survey: July 17th Community Focus Group on Mobility, The Promenade**

**Question: What do you think the promenade should look like (i.e., width, design, amenities)?**

**As wide as possible with smooth surface - signage geared towards directions with overview of the marina and possible walking paths with distances, signage directed towards education and information on the Marina, wildlife, fauna, marine life, etc., signage addressing other areas and modes of transportation available (bus, WaterBus, etc..)**

**Benches, nice looking trash cans, no chain link fences, landscaping (non-invasive local plants and trees that don't require much water). Walkways should be either stamped concrete, brick, or some other low maintenance paved area.**

**drinking fountains, maps, lots of landscaping**

**I'd like to see it as wide as possible with adequate lighting for night strolling. It would be nice if there were doggie bags along the way for those who walk their pets. Nice lamps and benches would be nice and maybe some little vista spots to look out on the water.**

**Keep it simple: Repave (possible with paving stones), new fences, some landscaping and a couple of benches.**

**landscaped, widened to accomodate pedestrian and bike traffic. pavement fixed.**

**Minimum 20 foot wide wood or stone boardwalk around marina. Including food and entertainment kiosks, ergonomic benches and turnout areas for resting. Nicely designed bike areas to be used to lock bikes safely.**

**No more chainlink fence.**

**Take example from all the little harbors in the south of France. The city should be connected to the water.**

**Floor to be brick pavers.**

**Lots of trees and benches and grass areas. Human scale lighting.**

**Bike path. Running path**



Walking path. The promenade should be as wide as possible.  
Room for small food/drink merchant, restaurants, bars...

Similar to Ventura Surfer Point new promenade, very wide maybe 60 to 80'  
includes both peds and bikes

Question: Aside from pedestrians, should other transportation modes be encouraged on the promenade (e.g., bicycles, other)?

bicycles

bicycles but with strict speed limits!

Bike lanes should remain on the designated 22 mile bike path. Most pedestrian walkways are not wide enough to accommodate additional bike lanes. It would be nice, but not very realistic around the whole marina.

Bike/ skate and skate board lanes should definitely be incorporated into the design of the promenade.

It would be nice if bicycles were in another section so parents wouldn't have to worry about their kids getting mowed over by a speeding bicyclist or skater.

Keep bicycles on a separate promenade like Manhattan and Hermosa Beach

walking and biking

yes

yes, see above comment

Question: Would you like to see vendor kiosks, food trucks, etc., along wider sections of the promenade?

Yes(2)

Yes. Restaurants with open outdoor terraces. Also stores.

As well as seating areas and public restrooms



It might be nice to have old marina history/photos on boards around the promenade. People are always very interested in this harbor, and it has a great potential to educate even our locals here about their effect on the area.

maybe...

Not really. We don't need an extension of Venice Beach. The last thing I want to see are street performers!

possibly. only on certain days or evenings. no s.m. 3rd street promenade.

Venor Kiosks, food trucks, entertainers should be incorporated and all add to a lively waterfront experience.

**Question: Would you like to see events programmed at locations along the promenade?**

yes(2)

yes, great opportunity to bring more people to the waterfront at areas where there is already visitor-serving areas (Fisherman's Village, Burton Chace Park, etc)

Historical and boating events. MDR walking tours. Love the Burton Chase concerts, food trucks, and farmers market. Maybe a Spring Clean harbor cleanup event? Venice Beach always does a beach cleanup with organizing help from Santa Monica Bay Restoration Foundation.

No.

Not really, but I could go either way.

Of course, but the events will come naturally as soon as the Hardscape and landscape is fixed.

possibly. depending on what kind

Programmed events all add the liveliness that supports a healthy boardwalk experience.

Concerts, music, poetry, movie nights, boat shows, etc. all are encouraged.

Comments



Number of Comments 3

Comment 1: Please save Mermaid Cafe. It's a unique venue and much needed by those of us who are welcomed there by Jenny and her crew although we are wet or sandy! | By Pat G

Comment 2: I have been saying for years Marina Del Rey is LA's best kept secret. MDR should be very upscale in order to attract tourism and revenue. I'm glad their is re-development going on but their needs to be a lot more done to make it more desireable. With as much money as the boaters and apartment tenants pay, MDR should be a lot nicer. The picture above looks like an alley in Van Nuys, not multi million dollar MDR. | By Brett J

Comment 3: That picture is extremely misleading. I know exactly the location, and if you were to look slightly left you would see beautiful boats at the end of "B" Basin. If you look slightly right you would see the renovated condos along Via Marina.

Let's not get too bent-out-of shape about an asphalt path with some weeds. | By Jim E



## **Survey: July 17th Community Focus Group on Mobility, Wayfinding**

**Question: How should visitors be directed to and from different locations in the Marina?**

**Develop a brand and keep the message consistent with signage**

**I like the signs that are up now, I think the logos and colors are done nicely.**

**Nautical signage that is consistent through the entire marina including overview maps and specific points of interest / for arriving boaters, create a small boating guide brochure that could be given to visiting boaters about MDR facilities, amenities and areas of interest (restaurants, supplies, grocery stores, etc.)**

**signs...**

**Question: What areas or key destinations in the Marina are important to direct visitors to and from?**

**Fisherman's Village to hotels & restaurants, to/from Mother's Beach**

**fisherman's village, water busses, the bike path, the bike path, the bike path**

**Public launch ramp. Burton Chase Park. MDR Visitor Center. Venice Beach. Is there an "entering marina del rey" sign when coming from Washington Blvd?**

**Santa Monica**

**Braude bike path**

**Question: Which is most needed in the Marina: better wayfinding for cars, pedestrians, bicyclists or boats (or are all of the above needed)?**

**All of the above are needed in clear, consistent, easily identifiable signs**

**all of the above, most especially the bike path**

**Bicyclists unfamiliar with the marina have a VERY hard time keeping track of the 22 mile coastal bike trail when it crosses Washington and over to Admiralty. People are always getting lost around Bali Way area. Better signage for bikers and absolutely flashing lit crosswalks for pedestrians.**



**Need more info for bus riders, how to get to Santa Monica, how to get to LAX, Hollywood, downtown LA, and other tourist destinations using public transportation.**

**Comments**

Number of Comments 0





## **Survey: June 1st Walking Tour and Mobile Workshop, Admiralty Way Area**

**Question: What are the opportunities to create a better relationship between existing uses?**

**Create a bike lane on Via Marina and on Admiralty Way**

**Create a walkable pathway that runs without interruption from Mother's Beach (which by the way should be officially named Mother's Beach) with signage and cutouts from various locations along Admiralty.**

**Major renovation is needed on Bali and Admiralty, the area is blighted not what we need in MDR. This is a perfect area for visitor serving recreational boating activities, rentals, charters and sales**

**More connectivity between Admiralty and mole roads and waterfront**

**Perhaps, a forum, not meetings but access through the internet where the Lessee's can communicate with each other and the County with greater ease and no backlash. A site not open to the general public.**

**We need walking paths that allow people to efficiently move between the apartments, hotels, restaurants, and waterfront activity locations. We also need better control over construction projects and activities, which seem poorly coordinated and put too much heavy vehicle traffic on main conduits, and place traffic and parking restrictions on normal traffic.**

**Question: How can we improve accessibility to the water?**

**By creating sanctioned and signposted accessibility for walkers. By determining a place for visitors to park and then have a reliable water bus to take them around via the basins and channels. By having retail accessible from both land and water. By not charging for parking at Fisherman's Village - revamp the old fuel dock and make this an area to jump off from. Let this be the hub from where tourists can access the water/waterbus. It makes sense in terms of potential traffic congestion.**

**Improve signage throughout the marina and provide updated information on how the public can access the water through the wide variety of uses currently provided**



Improve transportation (shuttle service & increased water taxis). Open up the walkways that are currently blocked or gated. It would be nice to walk along the water from the canal to Fidji Way, if possible.

Offer more low cost small boat rentals, have additional public human powered boat launching areas. Offer low cost public sailing lessons

Post signs to show quickest route to the beach and beach parking

the marina should have public dingy docks at several locations, with adequate space to tie up for limited periods of time in order to allow visiting restaurants, shops, etc. We also need to maintain an adequate number of parking lots and spaces, even though these may be underutilized most of the time.

**Question: How can we create a more comfortable pedestrian environment?**

Continue the board walks they are great.

Create bike lanes on Via Marina and Admiralty Way so that bikes stay off the sidewalks

Create more walkable access.

Hire a master planner and lean on individual lease holders to cooperate with their philosophies of connectivity.

Rather than building these new apartments right up to the roadway there should be sufficient set-back to allow for sidewalks. We also need to open up those waterfront promenades currently blocked by yacht clubs, private enterprises, etc. Access to the water all the way around the marina should be a right, not a privalage decided by the leaseholder of the individual parcel.

Widen, level and improve walking paths. Tie them together to keep them out of flows of traffic. Improve on-path signage to include directional, environmental and exercise elements.

**Question: Do you have any other comments?**

I think this process may be helpful but I fear it is too late. The bad designs



like Esprit I and II and Neptune have already been approved. They do everything wrong, in terms of making the marina more comfortable place to live. And the people handling the construction and development projects have very little regard for the current residents.

No

Overall the Marina is great, we just need more ways the public can get out and enjoy the water

Plan community outreach events as far out as 30 days so local publications can assist you in spreading the word of your outreach.

See a lot of people who don't know how to get around the marina on all forms of transportation - walking, biking and car

The Marina needs to go back to be a "marina". That is the big attraction. Water, water, water.

#### Comments

Number of Comments 0



## **Survey: June 1st Walking Tour and Mobile Workshop, Channel Entrance Area**

**Question: How can we enhance recreational opportunities at the channel entrance?**

**Provide a boater guide to recreational opportunities in MDR to all visiting boaters. Increase parking and move to hourly pay rate with parking.**

**Question: What are the opportunities to support and enhance visitor-serving uses in this area?**

**Increase parking. Upgrade signage to clearly identify and explain various visitor-serving uses.**

**Question: How can we improve connectivity within the channel entrance area to other areas of the Marina?**

**Produce map showing routes to get to various points in the Marina. Tie this into public transportation.**

**Question: Do you have any other comments?**

**No**

**Comments**

Number of Comments 0



## **Survey: June 1st Walking Tour and Mobile Workshop, Marina (Mother's) Beach Area**

**Question: How would you enhance the visitor's experience in this area?**

**Commit to a nicer beach, with a cleaner, more appealing water area for swimming and other water activities. (Currently looks like a shallow pond).**

**Improve amenities like bathrooms. Provide onsite sundries shop for beach users.**

**Parking north of gym takes up prime waterfront  
Not a great plan.**

**Recognize that kayaks, outriggers, paddleboards, etc. do not need floating docks. They are, by their nature, designed to be launched from a beach. The beach area should focus on these activities. The floating dock area at Mother's Beach should be designated for guest dock use, and possibly as a Water Shuttle stop. The water shuttle should be revised to provide bow loading and unloading, as it would then take up less space on each dock it uses, thereby freeing up space for guest docks**

**Question: What elements would you add to complement existing recreational uses and amenities?**

**Create a water park environment, with kid friendly activities. Perhaps a bridge to get from one side of Mother's Beach to the other, high enough so it doesn't interfere with boating.**

**Every visitor serving amenity in MDR should be serviced by guest boat docks. The existing long dock on the North side of Mother's Beach would be an appropriate location for such a dock. If a portion of the dock is needed for ADA access or Water Shuttle operations, then the leeward side of the dock should be reserved for dinghy parking (bow in to accommodate more vessels) If possible, a larger dock should be provided for boats larger than dinghies to access the restaurants and beach area.**

**Outdoor dining**

**Sundries shop for beach goers that included some sort of deli-style food opportunity.**



**Question: What would you do to improve connectivity to other areas of the Marina?**

**Again, guest docks are needed. On a day when it's foggy or rough outside the Marina, boaters used to entertain guests by taking them to restaurants by boat. That no longer happens because nearly all of the restaurant adjacent guest slips have disappeared.**

**Directional signage, maps and other wayfinding assets - widen scope and duration of the WaterBus to allow beach goers to access other parts of the marina via water.**

**Free or inexpensive electric shuttle service that stops at the hotels and can commute from Via Marina to Fidji Way (Fisherman's village).**

**The water bus might run year round**

**Question: Do you have any other comments?**

**I am a founding member of the Board of Directors of the MDR CVB, having been appointed by Don Knabe and the LA County Board of Supervisors as the Community Representative. Providing guest docks for visitor serving facilities in MDR has been a CVB priority since its inception over a decade ago, as we recognize that waterside access to landside amenities fosters interaction between boaters and shore based amenities, which contributes to the attractiveness of MDR as a recreational destination.**

**I'd like to see more dining patios such as Shanghai Reds**

**No**

**No more apartments or permanent living residences. More boat friendly, affordable mooring areas, finish repair of docks. Encourage visitor's to arrive by boat rather than auto. A market so visitors to Mother's beach don't leave Mother's beach for supplies (as well as shopping for residents). Add restaurants, where closures. Clean-up walk-ways.**

**Comments**

Number of Comments 1



Comment 1: The area in F basin along the North bulkhead in front of the existing office building would be an outstanding locating for a guest dock. I discussed this with Santos and he agreed that this space is under utilized and, since it is owned and controlled by the County, would be an excellent location for a dock which would allow access to the Warehouse, Tony P's, etc.

DB | By DAVID B

**APPENDIX C**  
**OUTREACH TECHNICAL MEMORANDUM**



## Outreach Technical Memorandum

The visioning process included a community outreach program to provide various opportunities for the Marina del Rey community and stakeholders to share ideas about what type of community the Marina will be in 15 to 20 years. The community outreach program consisted of telephone interviews, community meetings and workshops, focus groups, and a web-based tool to solicit input. The specific activities included:

- Telephone interviews
- Community kick-off meeting
- Community walking tour workshop
- User focus groups
- Community mobility focus group
- MindMixer interactive website

In addition to these methods and tools, DRP staff responded to telephone and email inquiries regarding the visioning process.

More than 130 people attended the initial kick-off meeting in April 2013. This introduction to the project and outreach process concluded with a question-and-answer session that provided a preview of the themes that would emerge during the outreach process, many of which are tied to enhancing the Marina. To better understand the perspective of different Marina del Rey community members, the outreach team also conducted a series of telephone interviews with stakeholders from different groups and organizations, including the Boating Coalition, California Yacht Club, Marina del Rey Lessees Association, We ARE Marina del Rey, LAX/Coastal Area Chamber of Commerce, Marina del Rey Convention and Visitors Bureau, and the Venice Neighborhood Council.

The team also hosted a walking tour and mobile workshop attended by more than 30 community members in June 2013. This event gave community members the opportunity to tour key areas of the Marina alongside County staff and provide direct input on any changes or improvements they would like to see at these and other locations. There were additional opportunities for community participation on the heels of the walking tour.

Community members were invited to attend a mobility focus group on Wednesday, July 15, 2013. Over 30 community members participated in an interactive exercise to identify opportunities to improve mobility and access in and around the Marina.

From June to August 2013, more than 50 people representing a wide array of groups, businesses, and organizations participated in targeted focus group sessions, including:

- Members of the non-motorized boating community with representation from Marina del Rey Outrigger Canoe Club, Los Angeles Rowing Club, US Rowing, Marina Aquatic Center Rowing and UCLA Boat House, Row LA, and stand-up paddle boarders;

- Retail interests representing FantaSea Yachts, Hornblower Cruises, Marina del Rey Convention and Visitors Bureau, Lloyd Taber-Marina del Rey Library, Marina del Rey Sportfishing, Marina Towers, and Paradise Boating Yacht Charters;
- Neighboring community members;
- Boating stakeholders, with representation from Del Rey Yacht Club, South Coast Corinthian Yacht Club, Pacific Mariners Yacht Club, and Fairwind Yacht Club; and
- Members of the Marina del Rey business and hospitality community with participation from Foghorn Harbor Inn, Jamaica Bay Inn, Marina Properties Co., Pacifica-Hilton Garden Inn, the Ritz-Carlton of Marina del Rey, Specialty Restaurants Corp., Tony P's, and The Warehouse Restaurant.

Representatives from neighboring communities were also invited to participate in focus group discussions but none attended.

In addition to community outreach, the visioning process also relied on research and analysis of existing conditions in the Marina. Cases studies and best practices were detailed and together with the community input, were used to inform the recommendations described in this document. The County enlisted the expertise of consultants to guide the analysis efforts in the following areas:

- Community outreach
- Market conditions
- Mobility
- Urban design and land use

As a result of the outreach efforts, several common themes emerged and were used to construct the framework for the Marina del Rey vision. These themes, described in greater detail in the Visioning Process section of the Visioning Statement, include:

- Develop activity districts
- Improve mobility and directional signage
- Enhance the image of the Marina and its built environment
- Enhance recreation opportunities
- Provide public gathering spaces

The data gathered from the outreach activities was reviewed by the consultants and incorporated into their analyses. The results of this work supported many of the issues and opportunities raised by the community.

**APPENDIX D**  
**MARKET TECHNICAL MEMORANDUM**



KEYSER MARSTON ASSOCIATES™  
ADVISORS IN PUBLIC/PRIVATE REAL ESTATE DEVELOPMENT

MEMORANDUM

ADVISORS IN:  
REAL ESTATE  
REDEVELOPMENT  
AFFORDABLE HOUSING  
ECONOMIC DEVELOPMENT

**To:** Mr. Gary Jones, Deputy Director  
Los Angeles County Department of Beaches & Harbors  
Ms. Gina Natoli, Supervising Regional Planner  
Los Angeles County Department of Regional Planning

SAN FRANCISCO  
A. JERRY KEYSER  
TIMOTHY C. KELLY  
KATE EARLE FUNK  
DEBBIE M. KERN  
ROBERT J. WETMORE  
REED T. KAWAHARA

**From:** James Rabe  
Kevin Engstrom

**Date:** October 16, 2013

LOS ANGELES  
KATHLEEN H. HEAD  
JAMES A. RABE  
PAUL C. ANDERSON  
GREGORY D. SOO-HOO  
KEVIN E. ENGSTROM  
JULIE L. ROMÉY  
DENISE BICKERSTAFF

**Subject:** Updated Marina del Rey Market Overview

Pursuant to your request, Keyser Marston Associates, Inc. (KMA) evaluated the market conditions for Marina del Rey (MdR). The following analysis provides a summary of the socio-economic characteristics of the market area and identifies commercial opportunities. The analysis conducted herein primarily focuses on potential market opportunities based on the local population base. As a second phase of the analysis, KMA will evaluate the potential uses that would benefit from the significant number of visitors to the area.

SAN DIEGO  
GERALD M. TRIMBLE  
PAUL C. MARRA

## SOCIO-ECONOMIC CHARACTERISTICS

Identifying the socio-economic character of the market area residents is necessary for the evaluation of potential market opportunities. Table 1 shows a summary of the salient socio-economic characteristics for the MdR, one-, three- and five-mile market areas; and the Los Angeles County (County). The salient socio-economic characteristics are summarized below:

### Population

1. According to Claritas, the population of MdR is approximately 8,900 persons. The population within three miles is 189,900 persons. Overall, the MdR and

market area population densities are moderate, particularly when considering location's proximity to the water.

2. There are approximately 5,600 households in MdR, at an average size of 1.6 persons. For the one-mile market area, the average household size is 1.9 persons and for the County the average is 3.0 persons. Overall, the households in MdR are extremely small.

### **Income**

1. Per capita income levels for MdR are high at \$65,800, which is significantly higher than the County average of \$25,200. Further, the per capita income levels trend lower as the market area expands from one mile to five miles.
2. The average household income in MdR is \$104,300, which is much higher than the County average of \$74,900. The high household income levels are particularly impressive given the small households. Similar to the per capita income levels, the household income levels trend lower as the market area expands.
3. Nearly 40% of the households in MdR have income levels above \$100,000. Comparatively, only 22% of the County households exceed this threshold. The share of households with incomes exceeding \$100,000 is also higher in the market areas.

### **Demographic Characteristics**

1. As would be expected given the small household sizes, there are relatively few residents under the age of 18 in MdR (9%) compared to the County (25%). Comparatively, there is a significant concentration of residents between the ages of 35 and 54 in MdR (44%) compared to the County (29%). Overall the market areas demonstrate the same patterns with relatively few residents under 18.
2. The population in MdR is well-educated, 65% of the residents over the age of 25 have a college degree. Comparatively, 29% of the County residents have obtained their degrees. The market areas also demonstrate high education levels.

### **Population and Household Projections**

Shown in Table 2 are population and household projections for the unincorporated portions of western Los Angeles County, nearby cities and Los Angeles County. As

shown in the table, the regional population growth between 2003 and 2035 is projected to be lower (14%) than the overall County (23%). In addition, Claritas provides five-year population projections (through 2017), which indicate a 2.4% growth rate for MdR compared to a County average of 1.3%.

### **Socio-Economic Summary**

Overall, the market area can be characterized as follows:

1. The MdR and market area population densities are moderate.
2. The households in MdR and the market area are significantly smaller than the County.
3. Per capita and household income levels in MdR and the market area are very high.
4. There is a significant concentration of households with annual incomes over \$100,000 in MdR and the market area.
5. The population within MdR and the market area is well-educated, with over 50% of the residents over 25 graduating from college.
6. Limited population and household growth is projected.

### **RETAIL MARKET OVERVIEW**

The summary of the current retail conditions is provided below.

1. Table 3 shows the retail sales for the cities near MdR. As an unincorporated community in Los Angeles County, the data from the State Board of Equalization is not available. As shown in Table 3, the 2010 retail store sales in the nearby cities are slightly lower than the County average. However, the average sales are significantly influenced by the lower than typical productivity levels for the City of Los Angeles. Comparatively, both El Segundo and Culver City are generating retail sales that far exceed the norm. Sales in these two cities are particularly robust for home furnishings, food and beverage stores, clothing stores, and food services establishments.
2. As shown in Table 4, the taxable sales per permit for the cities in the region are lower than the County and State averages. However, these are once again

significantly influenced by the productivity levels for the City of Los Angeles. Both El Segundo and Culver City generate sales per establishment that well exceed the County and State averages. In addition, there are a significant number of retail establishments in the cities of El Segundo and Culver City, as the number of residents per permit (~30) is significantly lower than the County and State averages (~55).

3. Table 5 shows the retail surplus/leakage for the major retail establishment types in MdR and the market area. The surplus/leakage analysis compares the existing retail sales to the potential demand supported by the Area's residents. If demand exceeds sales, then the Area is "leaking" its retail potential. As shown in Table 5, MdR is leaking sales from a number of establishment types. In particular, MdR is leaking sales from Building Materials and General Merchandise Stores. Assuming typical productivity levels for all of the establishment types, KMA estimated the potential additional retail development supported by MdR residents at 206,000 square feet.

KMA also evaluated the surplus leakage for the market area. For the one-mile market area, the surplus leakage pattern is generally consistent with MdR. For the three- and five-mile market areas, the potential is significant, over 1.5 million square feet with particular demand for Furniture Stores, Building Materials Stores, Health and Personal Care Stores, Sporting Goods/Hobby Stores and General Merchandise Stores.

4. Table 6 shows the surplus/leakage for MdR and the market area for a number of key tenant types, which reflect the visitor serving nature of MdR. Specifically, the analysis shows the potential for food and beverage stores, clothing/accessory stores, sporting goods/hobby/book stores, miscellaneous retailers and foodservice/drinking places. The analysis indicates the following:
  - a. For food and beverage stores, there is a modest amount of potential for convenience store development.
  - b. For clothing/accessory stores, there is some potential for men's clothing and jewelry store development.
  - c. For sporting/hobby/book stores, there is moderate demand for book/record stores and hobby/game stores.
  - d. For miscellaneous retail stores, there is a reasonable amount of demand for office supply stores.

- e. For foodservice establishments, there is limited potential with a modest amount of potential for drinking places and perhaps a full-service restaurant.
5. MdR is also a major tourist destination. According to a 1995 survey conducted by the Los Angeles Visitors and Convention Bureau (LAVCB), MdR was the 10<sup>th</sup> most visited regional attraction in Los Angeles County (based on overnight visitors who intended to or did visit the attraction). These visitors can spend a significant amount of money, as the Dean Runyan Associates' study "*California Travel Impacts by County – 1992-2009 (2010 Preliminary Estimates)*" estimates that visitors to Los Angeles County (both daytrip and overnight) spent approximately \$18.3 billion on accommodations, food, travel, retail and entertainment during 2010. The LAVCB estimates that 38.5 million people visited Los Angeles County in 2010; therefore, the average visitor would have spent \$470 during their stay in the County. Of this amount, approximately \$190 is spent in food stores, dining establishments and retail stores. Table 7 shows the potential expenditures by visitors to MdR. Based on data provided by the LA County Department of Beaches and Harbors, approximately two million people visit MdR annually. Assuming this level of visitation and spending/visitation patterns that are consistent with the County as a whole, visitors to MdR spend approximately \$370 million annually on retail, food and dining activities during their trips. To put this level of expenditures into context, if MdR captured 10% to 20% of their spending, visitors could support approximately 100,000 to 200,000 square feet of retail in the area. Ultimately, these expenditures have a significant impact on both existing and new retail opportunities in the area.
6. Table 8 summarizes the retail market conditions for Los Angeles County. As shown in the table, the overall vacancy rates are relatively low (5.9%) and the average asking rent is \$2.30 per square foot. Specifically, regional malls and lifestyle/theme festival centers have the lowest vacancies and the highest rents.
7. As shown in Table 9, the asking rents for retail space for MdR averages \$3.10 per square foot, which is higher than the County average of \$2.30 per square foot. The asking rents in the area range considerably (\$1.00 PSF to \$5.95 PSF) depending on the quality of the space and location.
8. Table 10 shows recent retail building sales in MdR, which indicate prices exceeding \$380 per square foot.

Overall, the retail market can be characterized as follows:



- While the per capita sales in the City of Los Angeles are relatively low, other nearby jurisdictions are generating very healthy sales.
- There are a significant number of retail establishments in the nearby jurisdictions.
- Overall, residents of MdR and the immediate market area can support approximately 200,000 square feet of additional retail development. Much of this demand is for building materials and general merchandise stores. Demand for these types of stores is not uncommon in urban areas, as the tenants that typically generate the greatest sales (e.g. Costco, Target, Wal-Mart, Home Depot and Lowe's) are often under-represented due to land use patterns and site availability. These tenant types, however, may not be compatible with the visitor serving nature of MdR.
- For the larger market area, demand is still focused on building materials and general merchandise stores.
- Given the existing commercial development in the market area, as well as MdR's overall development character, KMA evaluated the market opportunities for a number of key establishment types. In particular, there appears to be demand for men's clothing, jewelry, hobby/game stores and office supply stores.
- The demand for additional foodservice development appears to be limited. As a regional visitor destination, MdR is attracting significant sales from outside the region, as the surplus/leakage analysis indicates surplus sales of nearly \$30 million for residents of MdR. When the one- to three-mile market areas are evaluated, the surplus is \$40 million to \$50 million. MdR and the overall area attract a significant number of visitors from outside the market area. The MdR visitors spend approximately \$370 million annually on food, retail and dining within LA County. The existing sales patterns in MdR indicate the area is capturing some of this potential; however, the opportunity may exist to capture an even greater share.
- Retail rents in MdR are relatively high, reflecting the desirability of the area. In addition, rents and vacancies throughout Los Angeles County are much higher and lower respectively for regional malls and lifestyle centers, which reflect the types of tenancies already in place in MdR.

The analysis indicates MdR and the immediate market area could support over 200,000 square feet of additional retail space. When the larger market area is considered, this

demand increases to over 1.5 million square feet. However, much of this demand is generated by building materials and general merchandise stores, which have limited site opportunities in the area. For the key establishment types that reflect the visitor serving nature of MdR, demand exists primarily for men's clothing, jewelry, hobby/game stores and office supply stores from local residents. Visitors to the area make significant expenditures that will augment this local resident demand, and can lead to greater opportunities. For instance, 100,000 to 200,000 square feet of retail would be supported by MdR capturing 10% to 20% of these expenditures.

## **OFFICE MARKET OVERVIEW**

The summary of the current office conditions is provided below.

1. Shown in Table 11 is a summary of the office market characteristics in the region. The overall vacancy rate in the County is 18.5% and the rents for Class A space average \$2.80 per square foot. For West Los Angeles, the overall vacancy rate is 16.3% and the average rent for Class A space is much higher at \$3.50 per square foot.
2. Table 12 shows a summary of office rents in MdR. As shown in the table, the annual rents range from \$27 to \$36 per square foot (\$2.25 to \$3.00 per month), with the average rent at \$32 per square foot (\$2.70 per month). The majority of the available properties are primarily creative loft space, which is typically tenanted by smaller professional firms and start-ups. As such the rental rates are modified gross leases, which are typically lower than the full-service gross leases for large-scale Class A buildings.
3. Table 13 shows a recent office building sale for a Class C office space on Beach Avenue. The sales price was \$315 per square foot.
4. Table 14 shows some recent commercial land sales in MdR, which indicate an average weighted price of \$180 per square foot.

Overall, the office market can be characterized as follows:

- Rents in the region are relatively high and the vacancy rates are relatively low. However, vacancy rates and rents in Los Angeles County still reflect the effects of the recession.
- The available properties are characterized as creative loft space, which is well-suited for smaller professional firms and business start-ups.

- While the asking rents in MdR are relatively low, the pricing structure is different (modified gross versus full-service gross) and the available inventory is not Class A office space.

Overall, the office market conditions appear to be improving, but are still relatively soft given the effects of the recession. Overall, office demand in MdR will likely continue to be for less traditional, creative space. The tenants of this space will be younger firms and urban professionals that appreciate the appeal of MdR and the surrounding environs. This type of space will likely be well-suited for mixed-use development, with the office space being located off street level. However, office development often occurs outside of normal market conditions, as businesses will often choose locations based on business decisions (e.g. proximity to decision makers' residences). Further, additional residential development in the market may spur demand for smaller professional offices (e.g. attorneys, accountants, financial planners) and/or medical related offices.

## **HOTEL MARKET OVERVIEW**

The summary of the current hotel market conditions is provided below:

1. As shown in Table 15, the 2013 occupancy level for the MdR market area is projected at 78.2%, which is higher than it was from 2007 to 2012. Occupancy rates are also projected to be 78% in LA County for 2013.
2. Table 16 shows the changes in Average Daily Rate (ADR) over this same period. For MdR, the 2013 ADR is estimated at \$191, which is higher than 2007-2012 period. The LA County pattern is similar, with a 2013 ADR of \$180, which is higher than every previous year.
3. Table 17 shows the resultant change in Revenue per Available Room (RevPAR) during this period. RevPAR is calculated by multiplying Occupancy by ADR, and it is a more complete measure of evaluating the health of a hotel market. For MdR, the RevPAR reached its height in 2013 (\$150) and its nadir in 2009 (\$104). The pattern was similar for LA County, with the lowest RevPAR in 2009 and highest in 2013 (\$140). These trends follow much of the nation, which saw a slowing in the hotel industry beginning in 2007 and continuing through 2010 (the recession). Since 2010, the hotel industry has demonstrated signs of improvement.
4. Table 18 summarizes much of the information presented in the previous tables. In addition, these tables show the annual number of room nights occupied in each area. For MdR, the number of occupied room nights reached its nadir in

2009 at 346,000 room nights. Since that time, the number of occupied room nights is projected to increase 20% to 414,000 in 2013. Overall, the number of occupied room nights increased at a compound annual rate of .8% between 2007 and 2013. Since 2009 the compound annual rate of change has been a very healthy 4.6%. The healthy increase in occupied room nights in conjunction with the RevPAR, indicates a healthier hotel market for MdR.

5. Table 19 projects the number of hotel rooms that could be supported in the MdR market area over the next 15 years. The analysis is based on the existing supply and occupied rooms nights. It then measures the potential number of rooms supported in the market area assuming new development would occur once a stabilized occupancy level of 74% was achieved. Assuming demand increases at 2% to 3% annually, then 610 to 940 hotel rooms could be supported in the area.

Overall, the hotel market conditions are improving, as the demand in the area (occupied room nights) has shown significant improvement since 2009. As a direct result of this improvement, both the ADR and occupancy levels within the area have shown healthy increases as well. Assuming annual growth in demand of 2% to 3%, the MdR area could potentially support between 610 and 940 hotel rooms over the next 15 years.

### **Limiting Conditions**

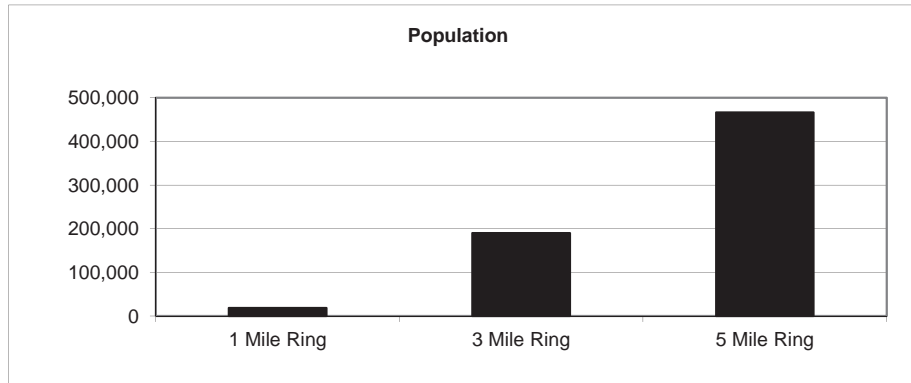
1. The analysis contained in this document is based, in part, on data from secondary sources such as state and local government, planning agencies, real estate brokers, and other third parties. While KMA believes that these sources are reliable, we cannot guarantee their accuracy.
2. The analysis assumes that neither the local nor national economy will experience a major recession. If an unforeseen change occurs in the economy, the conclusions contained herein may no longer be valid.
3. The findings are based on economic rather than political considerations. Therefore, they should be construed neither as a representation nor opinion that government approvals for development can be secured.
4. Market feasibility is not equivalent to financial feasibility; other factors apart from the level of demand for a land use are of crucial importance in determining feasibility. These factors include the cost of acquiring sites, relocation burdens, traffic impacts, remediation of toxics (if any), and mitigation measures required through the approval process.
5. Development opportunities are assumed to be achievable during the specified time frame. A change in development schedule requires that the conclusions contained herein be reviewed for validity.
6. The analysis, opinions, recommendations and conclusions of this document are KMA's informed judgment based on market and economic conditions as of the date of this report. Due to the volatility of market conditions and complex dynamics influencing the economic conditions of the building and development industry, conclusions and recommended actions contained herein should not be relied upon as sole input for final business decisions regarding current and future development and planning.

Attachments

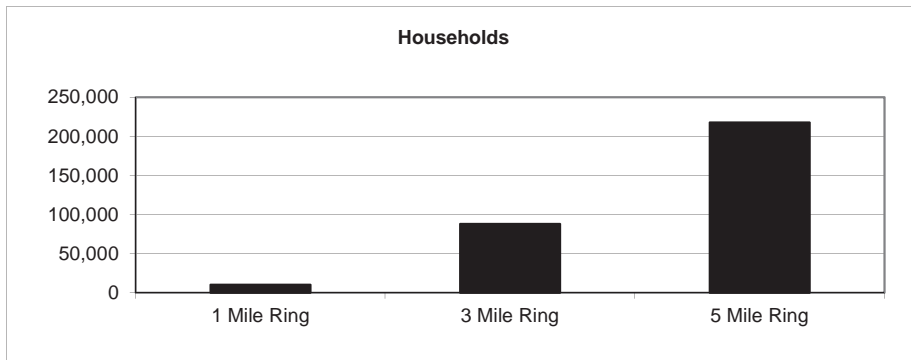
TABLE 1

**2012 SOCIO-ECONOMIC CHARACTERISTICS  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

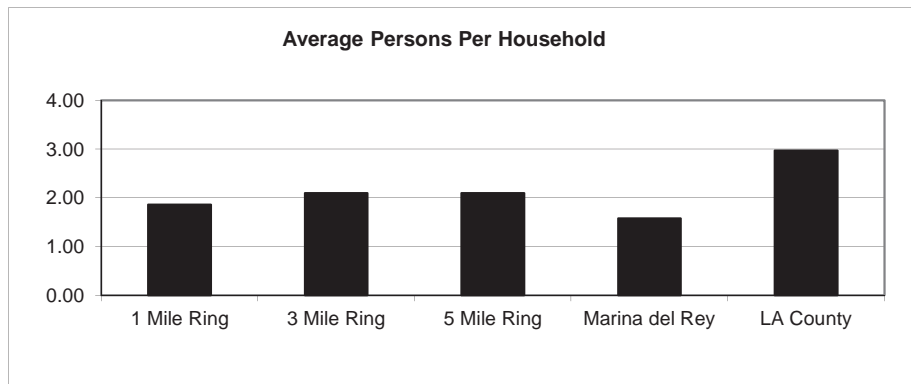
<b>Population</b>	
1 Mile Ring	18,800
3 Mile Ring	189,900
5 Mile Ring	466,500
Marina del Rey	8,900
LA County	9,860,300



<b>Households</b>	
1 Mile Ring	10,100
3 Mile Ring	88,100
5 Mile Ring	217,600
Marina del Rey	5,600
LA County	3,262,400



<b>Average Persons Per Hhold</b>	
1 Mile Ring	1.86
3 Mile Ring	2.10
5 Mile Ring	2.10
Marina del Rey	1.58
LA County	2.97



Source: Claritas 2012

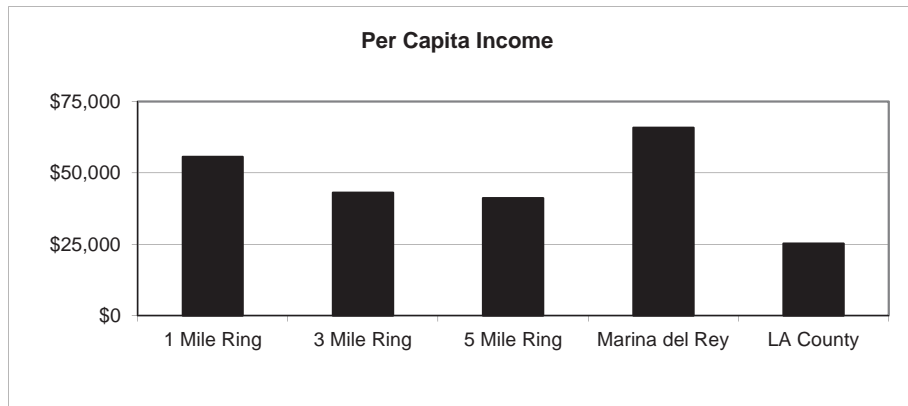
TABLE 1 (Continued)

**2012 SOCIO-ECONOMIC CHARACTERISTICS  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

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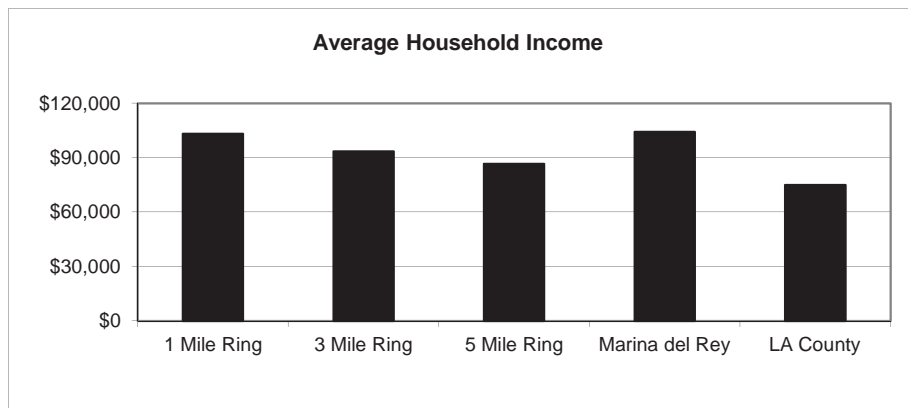
**Per Capita Income**

1 Mile Ring	\$55,600
3 Mile Ring	\$43,100
5 Mile Ring	\$41,100
Marina del Rey	\$65,800
LA County	\$25,200



**Average Household Income**

1 Mile Ring	\$103,100
3 Mile Ring	\$93,400
5 Mile Ring	\$86,600
Marina del Rey	\$104,300
LA County	\$74,900




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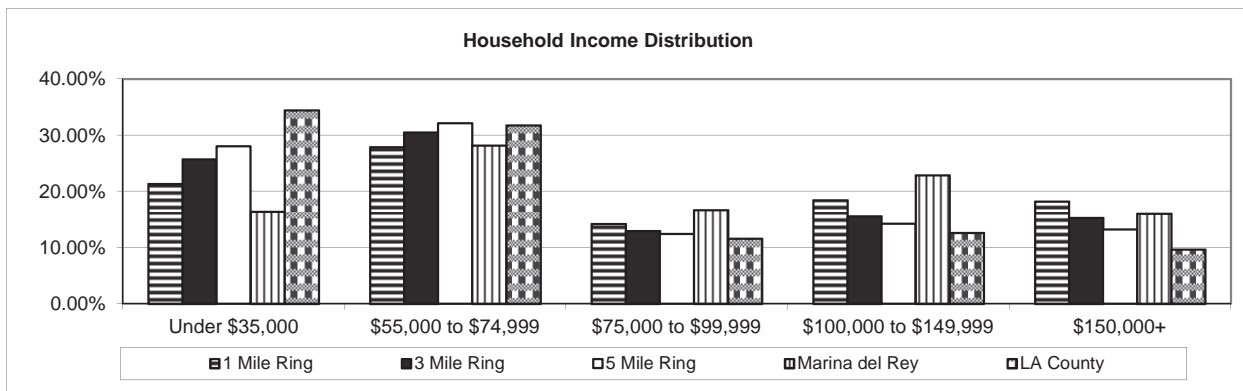
Source: Claritas 2012

TABLE 1 (Continued)

**2012 SOCIO-ECONOMIC CHARACTERISTICS  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

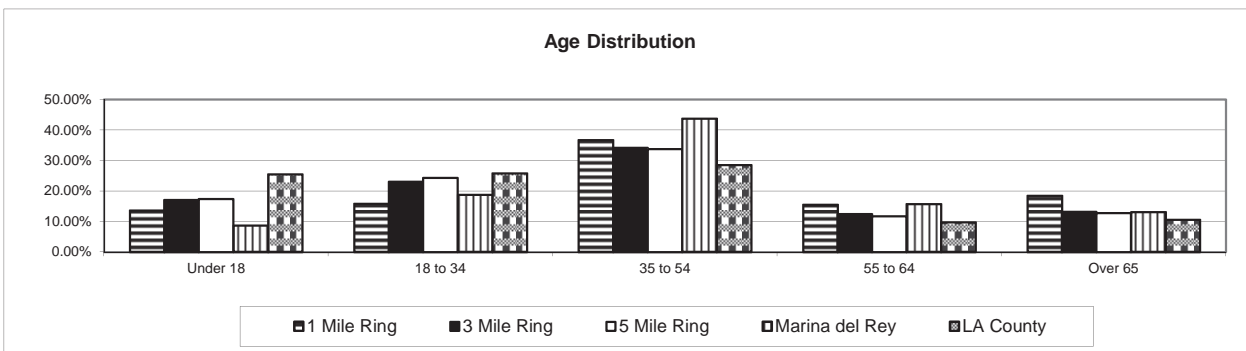
**Household Income Distribution**

	<b>Under \$35,000</b>	<b>\$55,000 to \$74,999</b>	<b>\$75,000 to \$99,999</b>	<b>\$100,000 to \$149,999</b>	<b>\$150,000+</b>
1 Mile Ring	21.31%	27.88%	14.21%	18.39%	18.21%
3 Mile Ring	25.73%	30.49%	12.95%	15.54%	15.28%
5 Mile Ring	28.01%	32.09%	12.40%	14.25%	13.24%
Marina del Rey	16.34%	28.18%	16.64%	22.86%	16.00%
LA County	34.40%	31.76%	11.56%	12.62%	9.65%



**Age Distribution**

	<b>Under 18</b>	<b>18 to 34</b>	<b>35 to 54</b>	<b>55 to 64</b>	<b>Over 65</b>
1 Mile Ring	13.63%	15.79%	36.68%	15.47%	18.44%
3 Mile Ring	17.11%	23.08%	34.19%	12.41%	13.22%
5 Mile Ring	17.41%	24.28%	33.81%	11.73%	12.77%
Marina del Rey	8.69%	18.79%	43.78%	15.68%	13.06%
LA County	25.42%	25.78%	28.50%	9.76%	10.55%



Source: Claritas 2012

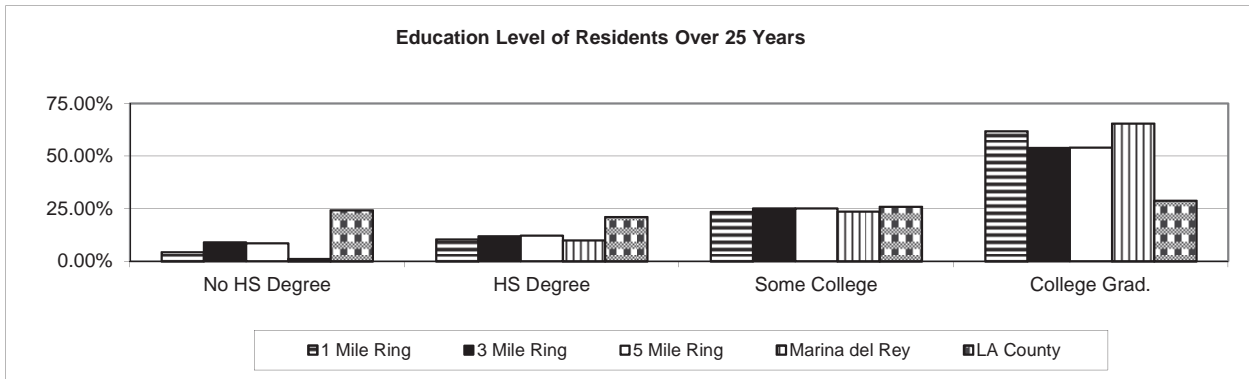


TABLE 1 (Continued)

**2012 SOCIO-ECONOMIC CHARACTERISTICS  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

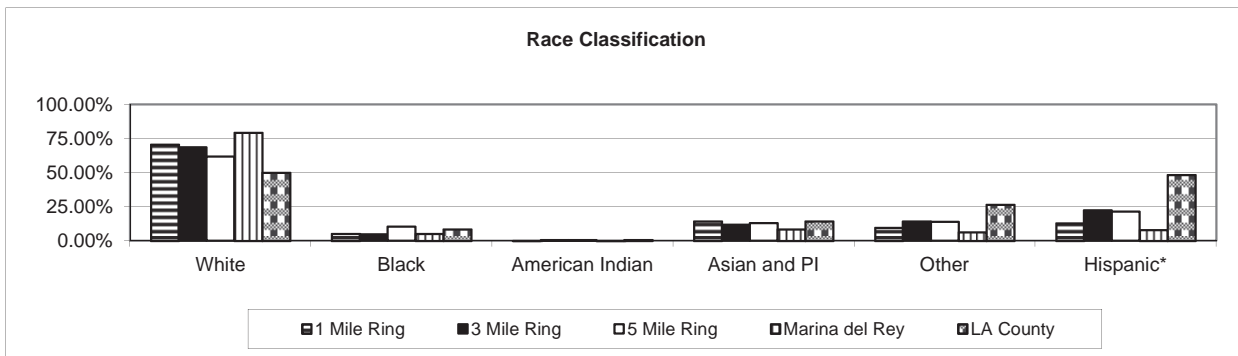
**Education Level of Residents Over 25 Years**

	No HS Degree	HS Degree	Some College	College Grad.
1 Mile Ring	4.34%	10.37%	23.45%	61.83%
3 Mile Ring	9.04%	11.93%	25.17%	53.86%
5 Mile Ring	8.48%	12.27%	25.20%	54.04%
Marina del Rey	1.07%	9.89%	23.67%	65.37%
LA County	24.21%	21.08%	25.92%	28.80%



**Race Classification**

	White	Black	American Indian	Asian and PI	Other	Hispanic*
1 Mile Ring	70.65%	5.26%	0.26%	14.28%	9.56%	13.02%
3 Mile Ring	68.56%	4.91%	0.55%	11.89%	14.09%	22.32%
5 Mile Ring	61.92%	10.54%	0.51%	12.98%	14.05%	21.37%
Marina del Rey	79.32%	5.32%	0.38%	8.58%	6.39%	8.03%
LA County	49.98%	8.54%	0.74%	14.26%	26.49%	48.27%



\* Hispanic population percentage calculated separately from other races. In the 200 US Census, census takers were first asked to identify their race as White, Black, American Indian, Asian, Pacific Islander, or Other; and then asked if they identify as Hispanic/Latino or Non-Hispanic/Latino.

TABLE 2

SCAG POPULATION, HOUSEHOLD & EMPLOYMENT PROJECTIONS  
 MARINA DEL REY VISIONING ANALYSIS  
 LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

	POPULATION									
	2003	2005	2010	2015	2020	2025	2030	2035		
Unincorporated	114,031	117,449	121,143	123,602	126,223	128,754	131,191	133,523		
El Segundo	16,768	16,944	17,268	17,495	17,500	17,505	17,510	17,515		
Culver City	40,389	40,650	41,081	41,258	41,494	41,718	41,929	42,128		
Los Angeles	3,885,816	3,955,392	4,057,484	4,128,125	4,204,329	4,277,732	4,348,281	4,415,772		
Regional Market Total <sup>1</sup>	4,057,004	4,130,435	4,236,976	4,310,480	4,389,546	4,465,709	4,538,911	4,608,938		
Los Angeles County	10,034,571	10,206,001	10,615,730	10,971,602	11,329,829	11,678,552	12,015,889	12,338,620		
<b>Change</b>										
Unincorporated	3.0%	3.1%	2.0%	2.1%	2.0%	1.9%	1.8%	1.7%		
El Segundo	1.0%	1.9%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%		
Culver City	0.6%	1.1%	0.4%	0.6%	0.5%	0.5%	0.5%	0.5%		
Los Angeles	1.8%	2.6%	1.7%	1.8%	1.7%	1.6%	1.6%	1.6%		
Regional Market Total <sup>1</sup>	1.8%	2.6%	1.7%	1.8%	1.7%	1.6%	1.5%	1.6%		
Los Angeles County	1.7%	4.0%	3.4%	3.3%	3.1%	2.9%	2.7%	2.7%		

1 Includes the unincorporated areas, El Segundo, Culver City and Los Angeles.

TABLE 2 (continued)

SCAG POPULATION, HOUSEHOLD & EMPLOYMENT PROJECTIONS  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

	HOUSEHOLDS									
	2003	2005	2010	2015	2020	2025	2030	2035	2003-2005	2003-2035
Unincorporated	32,008	32,775	33,728	34,566	35,448	36,137	36,802	37,350		
El Segundo	7,100	7,129	7,182	7,259	7,264	7,269	7,274	7,279		
Culver City	16,624	16,629	16,902	17,156	17,424	17,633	17,835	18,001		
Los Angeles	1,290,422	1,306,079	1,366,985	1,424,701	1,485,519	1,532,998	1,578,850	1,616,578		
Regional Market Total <sup>1</sup>	1,346,154	1,362,612	1,424,797	1,483,682	1,545,655	1,594,037	1,640,761	1,679,208		
Los Angeles County	3,177,439	3,212,434	3,357,798	3,509,580	3,666,631	3,788,732	3,906,851	4,003,501		
<b>Change</b>	<b>2003-2005</b>	<b>2005-2010</b>	<b>2010-2015</b>	<b>2015-2020</b>	<b>2020-2025</b>	<b>2025-2030</b>	<b>2030-2035</b>	<b>2003-2035</b>		
Unincorporated	2.4%	2.9%	2.5%	2.6%	1.9%	1.8%	1.5%	16.7%		
El Segundo	0.4%	0.7%	1.1%	0.1%	0.1%	0.1%	0.1%	2.5%		
Culver City	0.0%	1.6%	1.5%	1.6%	1.2%	1.1%	0.9%	8.3%		
Los Angeles	1.2%	4.7%	4.2%	4.3%	3.2%	3.0%	2.4%	25.3%		
Regional Market Total <sup>1</sup>	1.2%	4.6%	4.1%	4.2%	3.1%	2.9%	2.3%	24.7%		
Los Angeles County	1.1%	4.5%	4.5%	4.5%	3.3%	3.1%	2.5%	26.0%		

<sup>1</sup> Includes the unincorporated areas, El Segundo, Culver City and Los Angeles.

TABLE 2 (continued)

SCAG POPULATION, HOUSEHOLD & EMPLOYMENT PROJECTIONS  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

	EMPLOYMENT									
	2003	2005	2010	2015	2020	2025	2030	2035		
Unincorporated	20,268	20,346	20,748	21,067	21,271	21,511	21,767	22,012		
El Segundo	54,518	54,518	55,146	55,645	55,964	56,339	56,739	57,122		
Culver City	43,842	44,681	45,631	46,386	46,868	47,434	48,040	48,619		
Los Angeles	1,744,432	1,764,768	1,820,092	1,864,061	1,892,139	1,925,148	1,960,393	1,994,134		
Regional Market Total <sup>1</sup>	1,863,060	1,884,313	1,941,617	1,987,159	2,016,242	2,050,432	2,086,939	2,121,887		
Los Angeles County	4,353,490	4,397,025	4,552,398	4,675,875	4,754,731	4,847,436	4,946,420	5,041,172		
<b>Change</b>	<b>2003-2005</b>	<b>2005-2010</b>	<b>2010-2015</b>	<b>2015-2020</b>	<b>2020-2025</b>	<b>2025-2030</b>	<b>2030-2035</b>	<b>2003-2035</b>		
Unincorporated	0.4%	2.0%	1.5%	1.0%	1.1%	1.2%	1.1%	8.6%		
El Segundo	0.0%	1.2%	0.9%	0.6%	0.7%	0.7%	0.7%	4.8%		
Culver City	1.9%	2.1%	1.7%	1.0%	1.2%	1.3%	1.2%	10.9%		
Los Angeles	1.2%	3.1%	2.4%	1.5%	1.7%	1.8%	1.7%	14.3%		
Regional Market Total <sup>1</sup>	1.1%	3.0%	2.3%	1.5%	1.7%	1.8%	1.7%	13.9%		
Los Angeles County	1.0%	3.5%	2.7%	1.7%	1.9%	2.0%	1.9%	15.8%		

<sup>1</sup> Includes the unincorporated areas, El Segundo, Culver City and Los Angeles.

TABLE 3

**TOTAL & PER CAPITA SALES  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

		Total Taxable Sales (\$000s)-----2010				
	El Segundo	Culver City	Los Angeles	Regional Market	Los Angeles County	State of California
Motor Vehicles and Parts Dirs	\$4,405	\$90,315	\$2,865,868	\$2,960,588	\$11,285,457	\$47,355,567
Home Furnishing & App	62,165	143,560	1,590,667	1,796,392	5,612,745	22,492,005
Bldg Mtrl & Garden Equip	10,123	31,500	1,711,735	1,753,358	6,129,586	24,750,866
Food & Beverage Stores	24,705	49,145	2,123,626	2,197,476	5,405,254	22,787,408
Gasoline Stations	-	79,510	4,114,016	4,193,526	11,012,642	45,226,491
Clothing & Clothing Access	29,278	133,030	2,551,905	2,714,213	7,607,711	27,267,430
General Merchandise Stores	-	358,489	2,534,482	2,892,970	10,369,383	46,323,804
Food Services & Drinking Plcs	102,618	157,543	5,637,405	5,897,566	14,291,264	51,282,453
Other Retail Group	192,414	146,687	3,451,919	3,791,020	10,461,376	39,291,694
Retail Stores Total	\$425,708	\$1,189,779	\$26,581,623	\$28,197,110	\$82,175,418	\$326,777,718

		Per Capita Taxable Sales-----2010				
	El Segundo	Culver City	Los Angeles	Regional Market	Los Angeles County	State of California
Population	16,654	38,883	3,792,621	3,881,627	9,818,605	37,253,956
Motor Vehicles and Parts Dirs	\$265	\$2,323	\$756	\$763	\$1,149	\$1,271
Home Furnishing & App	3,733	3,692	419	463	572	604
Bldg Mtrl & Garden Equip	608	810	451	452	624	664
Food & Beverage Stores	1,483	1,264	560	566	551	612
Gasoline Stations	-	2,045	1,085	1,080	1,122	1,214
Clothing & Clothing Access	1,758	3,421	673	699	775	732
General Merchandise Stores	-	9,220	668	745	1,056	1,243
Food Services & Drinking Plcs	6,162	4,052	1,486	1,519	1,456	1,377
Other Retail Group	11,554	3,773	910	977	1,065	1,055
Retail Stores Total	\$25,562	\$30,599	\$7,009	\$7,264	\$8,369	\$8,772

Source: California State Board of Equalization; and California State Department of Finance (Table E-1, population as of 4/1/10)

<sup>1</sup> Per the CA State Board of Equalization, for those categories listed as "-", the sales are included in the "Other Retail Stores" category.

TABLE 4

**TOTAL PERMITS & SALES PER PERMIT  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

-----Total Permits-----						
2010						
	<u>El Segundo</u>	<u>Culver City</u>	<u>Los Angeles</u>	<u>Regional Market</u>	<u>Los Angeles County</u>	<u>State of California</u>
Motor Vehicles and Parts Dlr	16	41	2,993	3,308	8,576	32,727
Home Furnishing & App	48	135	4,378	4,778	11,431	40,236
Bldg Mtrl & Garden Equip	8	41	1,281	1,400	3,568	17,035
Food & Beverage Stores	14	50	3,581	3,843	8,579	29,900
Gasoline Stations	8	16	785	870	2,207	10,096
Clothing & Clothing Access	65	180	10,199	10,970	23,307	65,734
General Merchandise Stores	10	34	2,244	2,476	6,878	15,684
Food Services & Drinking Plcs	148	216	10,478	11,327	25,699	92,370
Other Retail Group	<u>238</u>	<u>693</u>	<u>30,435</u>	<u>34,445</u>	<u>92,246</u>	<u>345,337</u>
Retail Stores Total	555	1,406	66,374	73,417	182,491	649,119

-----Taxable Sales Per Permit-----						
2010						
	<u>El Segundo</u>	<u>Culver City</u>	<u>Los Angeles</u>	<u>Regional Market</u>	<u>Los Angeles County</u>	<u>State of California</u>
Motor Vehicles and Parts Dlr	\$275,328	\$2,202,811	\$957,523	\$894,978	\$1,315,935	\$1,446,988
Home Furnishing & App	1,295,101	1,063,408	363,332	375,971	491,011	559,002
Bldg Mtrl & Garden Equip	1,265,338	768,304	1,336,249	1,252,399	1,717,933	1,452,942
Food & Beverage Stores	1,764,664	982,896	593,026	571,813	630,056	762,121
Gasoline Stations	-	4,969,346	5,240,785	4,820,145	4,989,870	4,479,645
Clothing & Clothing Access	450,436	739,053	250,211	247,421	326,413	414,815
General Merchandise Stores	-	10,543,781	1,129,448	1,168,405	1,507,616	2,953,571
Food Services & Drinking Plcs	693,362	729,367	538,023	520,664	556,102	555,185
Other Retail Group	<u>808,461</u>	<u>211,670</u>	<u>113,419</u>	<u>110,060</u>	<u>113,407</u>	<u>113,778</u>
Retail Stores Average	\$767,041	\$846,216	\$400,482	\$384,068	\$450,298	\$503,417

-----Residents Per Permit-----						
2010						
	<u>El Segundo</u>	<u>Culver City</u>	<u>Los Angeles</u>	<u>Regional Market</u>	<u>Los Angeles County</u>	<u>State of California</u>
Population	16,654	38,883	3,792,621	3,881,627	9,818,605	37,253,956
Motor Vehicles and Parts Dlr	1,041	948	1,267	1,173	1,145	1,138
Home Furnishing & App	347	288	866	812	859	926
Bldg Mtrl & Garden Equip	2,082	948	2,961	2,773	2,752	2,187
Food & Beverage Stores	1,190	778	1,059	1,010	1,144	1,246
Gasoline Stations	2,082	2,430	4,831	4,462	4,449	3,690
Clothing & Clothing Access	256	216	372	354	421	567
General Merchandise Stores	1,665	1,144	1,690	1,568	1,428	2,375
Food Services & Drinking Plcs	113	180	362	343	382	403
Other Retail Group	<u>70</u>	<u>56</u>	<u>125</u>	<u>113</u>	<u>106</u>	<u>108</u>
Retail Stores Average	30	28	57	53	54	57

Source: California State Board of Equalization; and California State Department of Finance (Table E-1, population as of 4/1/10)

<sup>1</sup> Per the CA State Board of Equalization, for those categories listed as "\$0", the sales are included in the "Other Retail Stores" category.

TABLE 5

RETAIL SALES SURPLUS/LEAKAGE DATA SUMMARY  
 MARINA DEL REY VISIONING ANALYSIS  
 LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

	Expenditures	Sales	Opportunity Gap/Surplus	Typical Sales PSF	Potential (SF)
<b>Marina del Rey</b>					
Motor Vehicle and Parts Dealers-441	\$35,652,666	\$23,097,540	\$12,555,126	NA	NA
Furniture and Home Furnishings Stores-442	5,464,623	1,397,855	4,066,768	\$300	13,556
Electronics and Appliance Stores-443	5,950,758	1,346,420	4,604,338	\$400	11,511
Building Material, Garden Equip Stores-444	19,423,440	2,078,954	17,344,486	\$300	57,815
Food and Beverage Stores-445	27,718,414	67,870,466	(40,152,052)	\$400	0
Health and Personal Care Stores-446	11,628,290	11,553,355	74,935	\$300	250
Gasoline Stations-447	20,716,738	1,468,486	19,248,252	NA	NA
Clothing and Clothing Accessories Stores-448	11,496,445	10,937,116	559,329	\$300	1,864
Sporting Goods, Hobby, Book, Music Stores-451	5,182,742	2,099,483	3,083,259	\$300	10,278
General Merchandise Stores-452	29,086,408	0	29,086,408	\$300	96,955
Miscellaneous Store Retailers-453	6,017,883	1,770,199	4,247,684	\$300	14,159
Non-Store Retailers-454	17,923,356	8,595,577	9,327,779	NA	NA
Foodservice and Drinking Places-722	\$27,520,255	\$56,015,324	(\$28,495,069)	\$400	0
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$223,782,018</b>	<b>\$188,230,775</b>	<b>\$35,551,243</b>		<b>206,387</b>
<b>One-Mile Market Area</b>					
Motor Vehicle and Parts Dealers-441	\$69,901,512	\$78,880,227	(\$8,978,715)	NA	NA
Furniture and Home Furnishings Stores-442	10,419,163	4,634,183	5,784,980	\$300	19,283
Electronics and Appliance Stores-443	10,741,450	8,294,787	2,446,663	\$400	6,117
Building Material, Garden Equip Stores-444	40,630,200	32,720,971	7,909,229	\$300	26,364
Food and Beverage Stores-445	52,326,718	165,237,395	(112,910,677)	\$400	0
Health and Personal Care Stores-446	23,245,809	37,205,445	(13,959,636)	\$300	0
Gasoline Stations-447	37,692,191	21,660,136	16,032,055	NA	NA
Clothing and Clothing Accessories Stores-448	20,877,959	27,119,452	(6,241,493)	\$300	0
Sporting Goods, Hobby, Book, Music Stores-451	9,520,892	16,957,993	(7,437,101)	\$300	0
General Merchandise Stores-452	54,624,049	10,868,310	43,755,739	\$300	145,852
Miscellaneous Store Retailers-453	11,016,722	8,106,874	2,909,848	\$300	9,699
Non-Store Retailers-454	33,559,865	21,951,756	11,608,109	NA	NA
Foodservice and Drinking Places-722	\$48,670,356	\$98,012,741	(\$49,342,385)	\$400	0
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$423,226,886</b>	<b>\$531,650,270</b>	<b>(\$108,423,384)</b>		<b>207,316</b>

TABLE 5

RETAIL SALES SURPLUS/LEAKAGE DATA SUMMARY  
 MARINA DEL REY VISIONING ANALYSIS  
 LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

Three-Mile Market Area	Expenditures	Sales	Opportunity Gap/Surplus	Typical Sales PSF	Potential (SF)
Motor Vehicle and Parts Dealers-441	\$593,806,463	\$208,858,765	\$384,947,698	NA	NA
Furniture and Home Furnishings Stores-442	82,591,092	44,282,110	38,308,982	\$300	127,697
Electronics and Appliance Stores-443	89,811,482	121,108,579	(31,297,097)	\$400	0
Building Material, Garden Equip Stores-444	326,666,545	185,306,321	141,360,224	\$300	471,201
Food and Beverage Stores-445	461,243,748	600,446,058	(139,202,310)	\$400	0
Health and Personal Care Stores-446	188,307,711	157,417,857	30,889,854	\$300	102,966
Gasoline Stations-447	328,772,978	262,008,762	66,764,216	NA	NA
Clothing and Clothing Accessories Stores-448	181,187,476	182,908,834	(1,721,358)	\$300	0
Sporting Goods, Hobby, Book, Music Stores-451	80,848,620	60,142,333	20,706,287	\$300	69,021
General Merchandise Stores-452	471,994,697	253,844,245	218,150,452	\$300	727,168
Miscellaneous Store Retailers-453	92,650,273	85,659,994	6,990,279	\$300	23,301
Non-Store Retailers-454	281,903,565	466,821,753	(184,918,188)	NA	NA
Foodservice and Drinking Places-722	\$416,736,063	\$456,611,057	(\$39,874,994)	\$400	0
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$3,596,520,713</b>	<b>\$3,085,416,668</b>	<b>\$511,104,045</b>		<b>1,521,354</b>
<b>Five-Mile Market Area</b>	<b>Expenditures</b>	<b>Sales</b>	<b>Opportunity Gap/Surplus</b>	<b>Typical Sales PSF</b>	<b>Potential (SF)</b>
Motor Vehicle and Parts Dealers-441	\$1,378,993,061	\$2,113,112,112	(\$734,119,051)	NA	NA
Furniture and Home Furnishings Stores-442	189,142,017	193,539,834	(4,397,817)	\$300	0
Electronics and Appliance Stores-443	208,480,502	357,219,952	(148,739,450)	\$400	0
Building Material, Garden Equip Stores-444	744,442,491	471,418,607	273,023,884	\$300	910,080
Food and Beverage Stores-445	1,094,571,969	1,418,238,075	(323,666,106)	\$400	0
Health and Personal Care Stores-446	441,735,557	494,368,481	(52,632,924)	\$300	0
Gasoline Stations-447	783,741,657	809,738,710	(25,997,053)	NA	NA
Clothing and Clothing Accessories Stores-448	425,240,699	605,359,060	(180,118,361)	\$300	0
Sporting Goods, Hobby, Book, Music Stores-451	186,667,133	247,299,489	(60,632,356)	\$300	0
General Merchandise Stores-452	1,110,872,238	746,261,371	364,610,867	\$300	1,215,370
Miscellaneous Store Retailers-453	214,066,392	321,912,043	(107,845,651)	\$300	0
Non-Store Retailers-454	657,648,638	1,240,076,299	(582,427,661)	NA	NA
Foodservice and Drinking Places-722	\$981,835,671	\$1,528,105,597	(\$546,269,926)	\$400	0
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$8,417,438,025</b>	<b>\$10,546,649,630</b>	<b>(\$2,129,211,605)</b>		<b>2,125,449</b>

Source: Claritas; KMA



TABLE 6

RETAIL SALES SURPLUS/LEAKAGE DATA SUMMARY  
 MARINA DEL REY VISIONING ANALYSIS  
 LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

Marina del Rey	Expenditures	Sales	Opportunity Gap/Surplus	Typical Sales PSF	Potential (SF)
<b>Food &amp; Beverage Stores</b>	<b>\$27,718,414</b>	<b>\$67,870,466</b>	<b>(\$40,152,052)</b>	<b>\$400</b>	<b>0</b>
Grocery Stores	24,908,722	65,176,967	(40,268,245)	\$400	0
Supermarkets, Grocery Stores	23,701,440	64,724,789	(41,023,349)	\$400	0
Convenience Stores	1,207,282	452,178	755,104	\$400	1,888
Specialty Food Stores	781,737	1,606,482	(824,745)	\$400	0
Beer, Wine & Liquor Stores	2,027,955	1,087,017	940,938	\$400	2,352
<b>Clothing &amp; Clothing Accessory Stores</b>	<b>\$11,496,445</b>	<b>\$10,937,116</b>	<b>\$559,329</b>	<b>\$300</b>	<b>1,864</b>
Clothing Stores	7,694,879	7,297,712	397,167	\$300	1,324
Men's Clothing Stores	549,682	0	549,682	\$300	1,832
Women's Clothing Stores	1,983,144	2,962,357	(979,213)	\$300	0
Children's Infants Clothing Stores	315,985	383,750	(67,765)	\$300	0
Family Clothing Stores	4,119,373	3,951,605	167,768	\$300	559
Clothing Accessories Stores	206,560	0	206,560	\$300	689
Other Clothing Stores	520,135	0	520,135	\$300	1,734
Shoe Stores	1,319,653	1,502,183	(182,530)	\$300	0
Jewelry, Luggage, Lether Goods Stores	2,481,913	2,137,221	344,692	\$300	1,149
Jewelry Stores	2,345,848	2,137,221	208,627	\$300	695
Luggage & Leather Good Stores	136,065	0	136,065	\$300	454
<b>Sporting Goods, Hobby, Book Music Stores</b>	<b>\$5,182,742</b>	<b>\$2,099,483</b>	<b>\$3,083,259</b>	<b>\$300</b>	<b>10,278</b>
Sporting Goods, Hobby, Musical Ins. Stores	3,362,334	1,944,071	1,418,263	\$300	4,728
Sporting Goods Stores	1,670,445	1,944,071	(273,626)	\$300	0
Hobby, Toys and Game Stores	1,011,506	0	1,011,506	\$300	3,372
Sew/Needlework/Piece Good Stores	271,002	0	271,002	\$300	903
Musical Instrument and Supplies Stores	409,381	0	409,381	\$300	1,365
Book, Periodical & Music Stores	1,820,408	155,412	1,664,996	\$300	5,550
Book Stores & News Dealers	1,237,800	155,412	1,082,388	\$300	3,608
Prerecorded Tapes, CDs, Record Stores	582,608	0	582,608	\$300	1,942
<b>Miscellaneous Store Retailers</b>	<b>\$6,017,883</b>	<b>\$1,770,199</b>	<b>\$4,247,684</b>	<b>\$300</b>	<b>14,159</b>
Florists	430,482	0	430,482	\$300	1,435
Office Supplies, Stationery, Gift Stores	2,711,519	1,074,076	1,637,443	\$300	5,458
Office Supplies and Stationery Stores	1,595,897	0	1,595,897	\$300	5,320
Gift, Novelty and Souvenir Stores	1,115,622	1,074,076	41,546	\$300	138
Used Merchandise Stores	574,309	184,118	390,191	\$300	1,301
Other Miscellaneous Store Retailers	2,301,573	512,005	1,789,568	\$300	5,965
<b>Foodservice &amp; Drinking Places</b>	<b>\$27,520,255</b>	<b>\$56,015,324</b>	<b>(\$28,495,069)</b>	<b>\$400</b>	<b>0</b>
Full Service Restaurants	12,598,247	23,902,859	(11,304,612)	\$400	0
Limited Service Restaurants	11,474,858	14,505,020	(3,030,162)	\$400	0
Special Foodservices	2,250,925	17,607,445	(15,356,520)	\$400	0
Drinking Places - Alcoholic Beverages	\$1,196,225	\$0	\$1,196,225	\$400	2,991
<b>Total for Select Categories</b>	<b>\$77,935,739</b>	<b>\$138,692,588</b>	<b>(\$60,756,849)</b>		<b>26,301</b>

TABLE 6

RETAIL SALES SURPLUS/LEAKAGE DATA SUMMARY  
 MARINA DEL REY VISIONING ANALYSIS  
 LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

One-Mile Ring	Expenditures	Sales	Opportunity Gap/Surplus	Typical Sales PSF	Potential (SF)
<b>Food &amp; Beverage Stores</b>	<b>\$52,326,719</b>	<b>\$165,237,395</b>	<b>(\$112,910,676)</b>	<b>\$400</b>	<b>0</b>
Grocery Stores	47,245,226	159,789,347	(112,544,121)	\$400	0
Supermarkets, Grocery Stores	45,051,381	158,414,692	(113,363,311)	\$400	0
Convenience Stores	2,193,845	1,374,655	819,190	\$400	2,048
Specialty Food Stores	1,489,904	3,574,494	(2,084,590)	\$400	0
Beer, Wine & Liquor Stores	3,591,589	1,873,554	1,718,035	\$400	4,295
<b>Clothing &amp; Clothing Accessory Stores</b>	<b>\$20,877,958</b>	<b>\$27,119,452</b>	<b>(\$6,241,494)</b>	<b>\$300</b>	<b>0</b>
Clothing Stores	14,017,636	21,063,858	(7,046,222)	\$300	0
Men's Clothing Stores	979,423	986,682	(7,259)	\$300	0
Women's Clothing Stores	3,570,912	3,143,880	427,032	\$300	1,423
Children's Infants Clothing Stores	637,890	383,750	254,140	\$300	847
Family Clothing Stores	7,514,372	15,446,509	(7,932,137)	\$300	0
Clothing Accessories Stores	370,469	206,776	163,693	\$300	546
Other Clothing Stores	944,570	896,261	48,309	\$300	161
Shoe Stores	2,422,690	3,355,947	(933,257)	\$300	0
Jewelry, Luggage, Lether Goods Stores	4,437,632	2,699,647	1,737,985	\$300	5,793
Jewelry Stores	4,190,925	2,699,647	1,491,278	\$300	4,971
Luggage & Leather Good Stores	246,707	0	246,707	\$300	822
<b>Sporting Goods, Hobby, Book Music Stores</b>	<b>\$9,520,891</b>	<b>\$16,957,993</b>	<b>(\$7,437,102)</b>	<b>\$300</b>	<b>0</b>
Sporting Goods, Hobby, Musical Ins. Stores	6,264,116	11,745,866	(5,481,750)	\$300	0
Sporting Goods Stores	3,109,522	10,880,258	(7,770,736)	\$300	0
Hobby, Toys and Game Stores	1,874,920	716,246	1,158,674	\$300	3,862
Sew/Needlework/Piece Good Stores	536,518	15,835	520,683	\$300	1,736
Musical Instrument and Supplies Stores	743,156	133,527	609,629	\$300	2,032
Book, Periodical & Music Stores	3,256,775	5,212,127	(1,955,352)	\$300	0
Book Stores & News Dealers	2,208,723	4,763,228	(2,554,505)	\$300	0
Prerecorded Tapes, CDs, Record Stores	1,048,052	448,899	599,153	\$300	1,997
<b>Miscellaneous Store Retailers</b>	<b>\$11,016,721</b>	<b>\$8,106,873</b>	<b>\$2,909,848</b>	<b>\$300</b>	<b>9,699</b>
Florists	884,054	488,350	395,704	\$300	1,319
Office Supplies, Stationery, Gift Stores	4,946,053	1,120,916	3,825,137	\$300	12,750
Office Supplies and Stationery Stores	2,886,132	0	2,886,132	\$300	9,620
Gift, Novelty and Souvenir Stores	2,059,921	1,120,916	939,005	\$300	3,130
Used Merchandise Stores	1,048,098	345,658	702,440	\$300	2,341
Other Miscellaneous Store Retailers	4,138,516	6,151,949	(2,013,433)	\$300	0
<b>Foodservice &amp; Drinking Places</b>	<b>\$48,670,356</b>	<b>\$98,012,741</b>	<b>(\$49,342,385)</b>	<b>\$400</b>	<b>0</b>
Full Service Restaurants	22,226,009	39,883,967	(17,657,958)	\$400	0
Limited Service Restaurants	20,330,478	40,054,290	(19,723,812)	\$400	0
Special Foodservices	4,000,312	17,607,445	(13,607,133)	\$400	0
Drinking Places - Alcoholic Beverages	\$2,113,557	\$467,039	\$1,646,518	\$400	4,116
<b>Total for Select Categories</b>	<b>\$142,412,645</b>	<b>\$315,434,454</b>	<b>(\$173,021,809)</b>		<b>9,699</b>

TABLE 6

RETAIL SALES SURPLUS/LEAKAGE DATA SUMMARY  
 MARINA DEL REY VISIONING ANALYSIS  
 LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

Three-Mile Ring	Expenditures	Sales	Opportunity Gap/Surplus	Typical Sales PSF	Potential (SF)
<b>Food &amp; Beverage Stores</b>	<b>\$461,243,748</b>	<b>\$600,446,058</b>	<b>(\$139,202,310)</b>	<b>\$400</b>	<b>0</b>
Grocery Stores	417,227,888	570,846,508	(153,618,620)	\$400	0
Supermarkets, Grocery Stores	397,617,412	560,222,282	(162,604,870)	\$400	0
Convenience Stores	19,610,476	10,624,226	8,986,250	\$400	22,466
Specialty Food Stores	13,280,444	10,518,016	2,762,428	\$400	6,906
Beer, Wine & Liquor Stores	30,735,416	19,081,534	11,653,882	\$400	29,135
<b>Clothing &amp; Clothing Accessory Stores</b>	<b>\$181,187,475</b>	<b>\$182,908,835</b>	<b>(\$1,721,360)</b>	<b>\$300</b>	<b>0</b>
Clothing Stores	124,009,303	131,373,296	(7,363,993)	\$300	0
Men's Clothing Stores	8,600,244	4,610,874	3,989,370	\$300	13,298
Women's Clothing Stores	31,567,435	34,278,263	(2,710,828)	\$300	0
Children's Infants Clothing Stores	5,843,995	7,073,545	(1,229,550)	\$300	0
Family Clothing Stores	66,492,780	73,126,670	(6,633,890)	\$300	0
Clothing Accessories Stores	3,194,810	1,682,867	1,511,943	\$300	5,040
Other Clothing Stores	8,310,039	10,601,077	(2,291,038)	\$300	0
Shoe Stores	22,529,301	29,514,652	(6,985,351)	\$300	0
Jewelry, Luggage, Lether Goods Stores	34,648,871	22,020,887	12,627,984	\$300	42,093
Jewelry Stores	32,573,719	20,799,585	11,774,134	\$300	39,247
Luggage & Leather Good Stores	2,075,152	1,221,302	853,850	\$300	2,846
<b>Sporting Goods, Hobby, Book Music Stores</b>	<b>\$80,848,620</b>	<b>\$60,142,332</b>	<b>\$20,706,288</b>	<b>\$300</b>	<b>69,021</b>
Sporting Goods, Hobby, Musical Ins. Stores	52,733,126	37,826,912	14,906,214	\$300	49,687
Sporting Goods Stores	26,277,740	26,687,487	(409,747)	\$300	0
Hobby, Toys and Game Stores	15,955,310	7,062,618	8,892,692	\$300	29,642
Sew/Needlework/Piece Good Stores	4,361,295	439,193	3,922,102	\$300	13,074
Musical Instrument and Supplies Stores	6,138,781	3,637,614	2,501,167	\$300	8,337
Book, Periodical & Music Stores	28,115,494	22,315,420	5,800,074	\$300	19,334
Book Stores & News Dealers	19,350,875	17,314,134	2,036,741	\$300	6,789
Prerecorded Tapes, CDs, Record Stores	8,764,619	5,001,286	3,763,333	\$300	12,544
<b>Miscellaneous Store Retailers</b>	<b>\$92,650,274</b>	<b>\$85,659,993</b>	<b>\$6,990,281</b>	<b>\$300</b>	<b>23,301</b>
Florists	7,065,112	6,026,784	1,038,328	\$300	3,461
Office Supplies, Stationery, Gift Stores	40,787,531	30,134,677	10,652,854	\$300	35,510
Office Supplies and Stationery Stores	23,584,789	16,434,395	7,150,394	\$300	23,835
Gift, Novelty and Souvenir Stores	17,202,742	13,700,282	3,502,460	\$300	11,675
Used Merchandise Stores	8,962,960	4,670,509	4,292,451	\$300	14,308
Other Miscellaneous Store Retailers	35,834,671	44,828,023	(8,993,352)	\$300	0
<b>Foodservice &amp; Drinking Places</b>	<b>\$416,736,064</b>	<b>\$456,611,056</b>	<b>(\$39,874,992)</b>	<b>\$400</b>	<b>0</b>
Full Service Restaurants	189,855,175	187,507,524	2,347,651	\$400	5,869
Limited Service Restaurants	174,560,910	213,477,574	(38,916,664)	\$400	0
Special Foodservices	34,250,065	41,421,421	(7,171,356)	\$400	0
Drinking Places - Alcoholic Beverages	\$18,069,914	\$14,204,537	\$3,865,377	\$400	9,663
<b>Total for Select Categories</b>	<b>\$1,232,666,181</b>	<b>\$1,385,768,274</b>	<b>(\$153,102,093)</b>		<b>92,322</b>

TABLE 6

**RETAIL SALES SURPLUS/LEAKAGE DATA SUMMARY  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

Five-Mile Ring	Expenditures	Sales	Opportunity Gap/Surplus	Typical Sales PSF	Potential (SF)
<b>Food &amp; Beverage Stores</b>	<b>\$1,094,571,969</b>	<b>\$1,418,238,075</b>	<b>(\$323,666,106)</b>	<b>\$400</b>	<b>0</b>
Grocery Stores	991,529,822	1,332,109,557	(340,579,735)	\$400	0
Supermarkets, Grocery Stores	945,287,930	1,293,433,449	(348,145,519)	\$400	0
Convenience Stores	46,241,892	38,676,108	7,565,784	\$400	18,914
Specialty Food Stores	31,682,178	34,176,646	(2,494,468)	\$400	0
Beer, Wine & Liquor Stores	71,359,969	51,951,872	19,408,097	\$400	48,520
<b>Clothing &amp; Clothing Accessory Stores</b>	<b>\$425,240,701</b>	<b>\$605,359,059</b>	<b>(\$180,118,358)</b>	<b>\$300</b>	<b>0</b>
Clothing Stores	292,360,993	472,656,784	(180,295,791)	\$300	0
Men's Clothing Stores	19,997,910	15,558,020	4,439,890	\$300	14,800
Women's Clothing Stores	74,731,224	86,739,238	(12,008,014)	\$300	0
Children's Infants Clothing Stores	13,952,127	25,763,842	(11,811,715)	\$300	0
Family Clothing Stores	156,570,434	315,104,343	(158,533,909)	\$300	0
Clothing Accessories Stores	7,496,544	4,932,369	2,564,175	\$300	8,547
Other Clothing Stores	19,612,754	24,558,972	(4,946,218)	\$300	0
Shoe Stores	54,051,663	77,831,226	(23,779,563)	\$300	0
Jewelry, Luggage, Lether Goods Stores	78,828,045	54,871,049	23,956,996	\$300	79,857
Jewelry Stores	74,008,111	43,629,158	30,378,953	\$300	101,263
Luggage & Leather Good Stores	4,819,934	11,241,891	(6,421,957)	\$300	0
<b>Sporting Goods, Hobby, Book Music Stores</b>	<b>\$186,667,133</b>	<b>\$247,299,490</b>	<b>(\$60,632,357)</b>	<b>\$300</b>	<b>0</b>
Sporting Goods, Hobby, Musical Ins. Stores	121,944,150	135,279,558	(13,335,408)	\$300	0
Sporting Goods Stores	60,231,055	72,996,954	(12,765,899)	\$300	0
Hobby, Toys and Game Stores	37,461,891	30,994,808	6,467,083	\$300	21,557
Sew/Needlework/Piece Good Stores	10,099,396	4,104,605	5,994,791	\$300	19,983
Musical Instrument and Supplies Stores	14,151,808	27,183,191	(13,031,383)	\$300	0
Book, Periodical & Music Stores	64,722,983	112,019,932	(47,296,949)	\$300	0
Book Stores & News Dealers	44,438,883	56,132,167	(11,693,284)	\$300	0
Prerecorded Tapes, CDs, Record Stores	20,284,100	55,887,765	(35,603,665)	\$300	0
<b>Miscellaneous Store Retailers</b>	<b>\$214,066,391</b>	<b>\$321,912,043</b>	<b>(\$107,845,652)</b>	<b>\$300</b>	<b>0</b>
Florists	16,075,607	16,850,349	(774,742)	\$300	0
Office Supplies, Stationery, Gift Stores	94,083,114	141,643,798	(47,560,684)	\$300	0
Office Supplies and Stationery Stores	54,198,455	86,743,356	(32,544,901)	\$300	0
Gift, Novelty and Souvenir Stores	39,884,659	54,900,442	(15,015,783)	\$300	0
Used Merchandise Stores	20,821,256	22,870,815	(2,049,559)	\$300	0
Other Miscellaneous Store Retailers	83,086,414	140,547,081	(57,460,667)	\$300	0
<b>Foodservice &amp; Drinking Places</b>	<b>\$981,835,670</b>	<b>\$1,528,105,597</b>	<b>(\$546,269,927)</b>	<b>\$400</b>	<b>0</b>
Full Service Restaurants	447,017,839	572,171,800	(125,153,961)	\$400	0
Limited Service Restaurants	411,954,859	620,195,890	(208,241,031)	\$400	0
Special Foodservices	80,729,211	292,205,437	(211,476,226)	\$400	0
Drinking Places - Alcoholic Beverages	\$42,133,761	\$43,532,470	(\$1,398,709)	\$400	0
<b>Total for Select Categories</b>	<b>\$2,902,381,864</b>	<b>\$4,120,914,264</b>	<b>(\$1,218,532,400)</b>		<b>0</b>

TABLE 7

**ESTIMATED MARINA DEL REY VISITOR SPENDING  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

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<b>Marina del Rey Visitors<sup>1</sup></b>	2,000,000
<b>Number of LA County Visitors</b>	
Day Visits	12,400,000
Overnight Visits	26,100,000
Total Visits	<u>38,500,000</u>
<b>Visitor Spending by Commodity Purchased in LA County (\$Millions)<sup>3</sup></b>	
Accommodations	\$2,820
Food & Beverage Services	\$4,039
Food Stores	\$463
Ground Tran. & Fuel	\$4,813
Arts, Entertainment & Rec.	\$2,608
Retail Sales	\$2,642
Air Transportation	\$719
Spending by LA County Visitors	<u>\$18,104</u>
<b>Estimated Spending per Visitor</b>	
Accommodations	\$73
Food & Beverage Services	\$105
Food Stores	\$12
Ground Tran. & Fuel	\$125
Arts, Entertainment & Rec.	\$68
Retail Sales	\$69
Air Transportation	\$19
Spending by LA County Visitors	<u>\$470</u>
<b>Marina del Rey Visitor Spending</b>	
Food & Beverage Services	\$209,818,000
Food Stores	\$24,052,000
Retail Sales	\$137,247,000
Spending by Marina del Rey Visitors	<u>\$371,117,000</u>

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<sup>1</sup> Data provided by the LA County Department of Beaches and Harbors

<sup>2</sup> Estimated by the Los Angeles Visitors & Convention Bureau Data

<sup>3</sup> Visitor spending data from the Dean Runyan Associates *Travel Impact Study*.

**TABLE 8**

**2nd QUARTER 2012 RETAIL MARKET - LOS ANGELES COUNTY  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

Submarket	Square Feet (Total Inventory)	Square Feet Vacant <sup>1</sup>	Vacancy Rate <sup>1</sup>	Net Absorption <sup>2</sup> (Year-to-date)	Under Construction	Weighted <sup>3</sup> Average Asking Lease Rate	Average Sales Price
Super Regional/Regional Malls	28,507,400	912,237	3.2%	(9,600)	-	\$4.10	-
Power Centers	12,165,300	997,555	8.2%	(129,900)	-	\$2.85	\$343
Lifestyle/Theme-Festival Cntrs.	5,419,300	265,546	4.9%	(42,900)	-	\$2.97	-
Community/Neighborhood Cntrs.	77,157,800	5,863,993	7.6%	(212,000)	30,000	\$2.33	\$252
Strip Centers	27,869,400	2,368,899	8.5%	125,200	44,900	\$1.62	\$298
Single Tenant Buildings	55,676,000	1,892,984	3.4%	4,000	13,500	\$2.05	\$467
<b>Market Total</b>	<b>206,795,200</b>	<b>12,301,213</b>	<b>5.9%</b>	<b>(265,200)</b>	<b>88,400</b>	<b>\$2.34</b>	<b>\$340</b>

(1) Includes vacant space which is available for direct lease and sublease.

(2) Calculation based on total vacancy.

(3) Weighted by available direct lease space. PSF Per Month. Triple Net (NNN).

Source: Colliers International - Los Angeles Basin Market Report, 2nd Quarter 2012

**TABLE 9**

**RETAIL LEASE RATE COMPARABLES - MARINA DEL REY  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

No.	Address	Location	Property Type	Asking Rate	Building Type	Building Size	SF Available	Vacancy
1	4240 Lincoln (Marina Center)	Marina del Rey	Street Retail	\$39.00	NNN	40,000	1,612	12%
				\$69.00	NNN		610	
				\$57.00	NNN		1,190	
				\$33.00	NNN		1,270	
2	330 Washington (Latitude 33)	Marina del Rey	Retail	\$42.00	NNN	27,349	1,874	10%
				\$42.00	NNN		951	
3	2905 Washington	Marina del Rey	Restaurant	\$32.85	NNN	13,000	5,209	40%
4	4019 Lincoln (Walgreen's Anchored Ctr)	Marina del Rey	Neighborhood Ctr.	\$42.00	NNN	7,000	1,887	27%
5	13723 Fiji Way	Marina del Rey	Restaurant	\$12.00	NNN	5,007	5,007	100%
6	586-590 Washington Blvd	Marina del Rey	Free Standing Retail	\$41.40	NNN	40,000	1,099	3%
7	2560 Lincoln	Marina del Rey	Restaurant	\$71.40	NNN	2,200	2,200	100%

Lease Rate Range	<b>\$12.00 - \$71.40</b>
Weighted Average Lease Rate	<b>\$36.95</b>

TABLE 10

RETAIL BUILDING SALES COMPARABLES  
 MARINA DEL REY VISIONING ANALYSIS  
 LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

<u>No.</u>	<u>Building Type</u>	<u>Address</u>	<u>City</u>	<u>Sale Date</u>	<u>Year Built</u>	<u>RBA (SF)</u>	<u>Sales Price</u>	<u>Price Per SF</u>
1	Retail Storefront Bldg	4082 Lincoln Blvd	Marina del Rey	5/16/2012	1949	4,000	\$1,900,000	\$475
2	Retail Storefront/Residential Bldg	339 Washington Blvd	Marina del Rey	1/27/2012	1946	3,572	\$1,370,000	\$384
							<b>Weighted Average</b>	<b>\$432</b>
							<b>Minimum Price/SF</b>	<b>\$384</b>
							<b>Maximum Price/SF</b>	<b>\$475</b>

*Note: Data search for the City of Marina del Rey from 10/31/2010 - 10/31/2012. Multi-property sales, sales without sales prices and non-arms length transactions were not included.*

Source: Costar - 2012



TABLE 11

2nd QUARTER 2012 OFFICE MARKET  
 MARINA DEL REY VISIONING ANALYSIS  
 LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

Submarket	Square Feet (Total Inventory)	Square Feet Vacant <sup>1</sup>	Vacancy Rate <sup>1</sup>	Net Absorption <sup>2</sup> (Year-to-date)	Under Construction	Average Asking Rent <sup>3</sup>	
						All Prop.	(Class A)
Los Angeles Central	46,472,294	8,829,736	19.0%	(28,757)	-	\$2.47	\$2.77
San Gabriel Valley	11,737,287	1,960,127	16.7%	(123,221)	-	\$1.97	\$2.32
Los Angeles West	51,135,781	8,335,132	16.3%	229,192	-	\$3.28	\$3.48
Los Angeles North	30,919,582	5,781,962	18.7%	407,122	-	\$2.16	\$2.23
Los Angeles South	30,356,761	6,799,914	22.4%	74,755	-	\$2.01	\$2.30
TriCities	23,240,037	4,229,687	18.2%	279,417	-	\$2.65	\$2.82
<b>Market Total</b>	<b>193,861,742</b>	<b>35,936,558</b>	<b>18.5%</b>	<b>838,508</b>	<b>-</b>	<b>\$2.52</b>	<b>\$2.81</b>

(1) Includes vacant space which is available for direct lease and sublease.

(2) Calculation based on total vacancy.

(3) Weighted by available direct lease space. PSF Per Month. Full Service Gross (FSG).

Source: Cushman & Wakefield Marketbeat- Greater Los Angeles, 2nd Quarter 2012

TABLE 12

OFFICE LEASE RATE COMPARABLES  
 MARINA DEL REY VISIONING ANALYSIS  
 LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

No.	Address	Location	Property Type	Asking Rate	Building Type	Building Size	SF Available	Vacancy
1	3007 Washington (Courtyard Plaza)	Marina del Rey	Office	\$27.00	FSG	8,951	800	10%
2	4223 Glencoe (Creative Space)	Marina del Rey	Creative/Loft	\$28.20	FSG	65,000	112	14%
3	4081 Redwood (Creative Space)	Marina del Rey	Creative/Loft	\$35.88	FSG	26,610	9,200	26%
4	4051 Glencoe (Shop/Whouse/Office)	Marina del Rey	Creative/Loft	\$29.40	MG	40,000	6,903	5%
5	3013-3017 Washington	Marina del Rey	Creative/Loft	\$27.60	MG	2,999	2,050	60%
6	13360 Beach (Creative)	Marina del Rey	Creative/Loft	\$23.88	IG	7,624	1,800	100%
7	4644 Lincoln (Medical Office)	Marina del Rey	Medical Office	\$24.00	FSG	54,000	843	2%
8	4040 Del Rey	Marina del Rey	Creative/Loft	\$42.00	MG	40,000	2,780	7%

Lease Rate Range

Weighted Average Lease Rate

\$27.00 - \$35.88

\$32.23

Source: LoopNet.com - 2012

TABLE 13

OFFICE BUILDING SALES COMPARABLES  
 MARINA DEL REY VISIONING ANALYSIS  
 LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

<u>No.</u>	<u>Building Type</u>	<u>Address</u>	<u>City</u>	<u>Sale Date</u>	<u>Year Built</u>	<u>RBA (SF)</u>	<u>Sales Price</u>	<u>Price Per SF</u>	
1	Class C Office (Live/Work)	13368 Beach Ave	Marina del Rey	10/1/2012	1981	2,856	\$900,000	\$315	
								<b>Weighted Average</b>	<b>\$315</b>
								<b>Minimum Price/SF</b>	<b>\$315</b>
								<b>Maximum Price/SF</b>	<b>\$315</b>

*Note: Data search for the City of Marina del Rey from 10/31/2010 - 10/31/2012. Multi-property sales, sales without sales prices and non-arms length transactions were not included.*

Source: Costar - 2012

TABLE 14

LAND SALES COMPARABLES  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

<u>No.</u>	<u>Description</u>	<u>Address</u>	<u>City</u>	<u>Sale Date</u>	<u>Size (AC)</u>	<u>Size (SF)</u>	<u>Sales Price</u>	<u>Price Per SF</u>
1	Commercial	4210 Del Rey Ave	Marina del Rey	9/28/2012	0.51	22,240	\$5,200,000	\$233.81
2	Industrial	4207 Del Rey Ave	Marina del Rey	9/13/2011	0.10	4,208	\$300,000	\$71.29
3	Industrial	4140 Glencoe Ave	Marina del Rey	12/28/2011	0.95	41,382	\$6,800,000	\$164.32
							<b>Overall Weighted Average</b>	<b>\$181.34</b>
							<b>Commercial Weighted Average</b>	<b>\$233.81</b>
							<b>Industrial Weighted Average</b>	<b>\$155.74</b>

Note: Data search for the City of Marina del Rey from 10/31/2010 - 10/31/2012. Multi-property sales, sales without sales prices and non-arms length transactions were not included.

Source: Costar - 2012

TABLE 15

**2007-2013 HOTEL OCCUPANCY RATES<sup>1</sup>**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

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	Marina del Rey	Los Angeles County
2007	77.2%	77.0%
2008	76.1%	74.2%
2009	68.6%	67.3%
2010	75.4%	71.4%
2011	74.8%	75.0%
2012 (e)	78.1%	77.7%
2013 (f)	78.2%	78.0%
<b>Average</b>	<b>75.5%</b>	<b>74.4%</b>

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E - Estimate

F - Forecast

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(1) Source: PKF "The 2013 Southern California Lodging Forecast"

TABLE 16

2007-2013 HOTEL AVERAGE DAILY RATE<sup>1</sup>  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

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	Marina del Rey	Los Angeles County
2007	\$176.75	\$165.57
2008	\$180.39	\$170.87
2009	\$152.15	\$151.31
2010	\$153.65	\$153.54
2011	\$168.99	\$163.04
2012 (e)	\$181.39	\$171.54
2013 (f)	\$191.37	\$179.78
<b>Average</b>	<b>\$172.10</b>	<b>\$165.09</b>

---

E - Estimate  
F - Forecast

---

(1) Source: PKF "The 2013 Southern California Lodging Forecast"

TABLE 17

2007-2013 HOTEL ANNUAL REVPAR (occupancy x room rate)  
MARINA DEL REY VISIONING ANALYSIS  
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

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	Marina del Rey	Los Angeles County
2007	\$136.39	\$127.42
2008	\$137.26	\$126.83
2009	\$104.30	\$101.79
2010	\$115.84	\$109.60
2011	\$126.47	\$122.32
2012 (e)	\$141.64	\$133.24
2013 (f)	\$149.68	\$140.23
<b>Average</b>	<b>\$130.23</b>	<b>\$123.06</b>

E - Estimate  
F - Forecast

---

(1) Source: PKF "The 2013 Southern California Lodging Forecast"

TABLE 18

**HOTEL MARKET PERFORMANCE<sup>1</sup>**  
**MARINA DEL REY VISIONING ANALYSIS**  
**LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS**

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	<u>Occupancy</u>	<u>Average Daily Rate</u>	<u>Annual Supply</u>	<u>Occupied Room Nights Per Year</u>	<u>Occupied Room Nights Change</u>	<u>RevPar</u>	<u>RevPar Change</u>
<b>Marina del Rey</b>							
2007	77.2%	\$176.75	512,095	395,161		\$136.45	
2008	76.1%	\$180.39	512,095	389,647	-1.4%	\$137.28	0.6%
2009	68.6%	\$152.15	504,430	345,790	-11.3%	\$104.37	-24.0%
2010	75.4%	\$153.65	496,765	374,508	8.3%	\$115.85	11.0%
2011	74.8%	\$168.99	537,280	402,116	7.4%	\$126.40	9.1%
2012 (e)	78.1%	\$181.39	524,870	409,849	1.9%	\$141.67	12.1%
2013 (f)	78.2%	\$191.37	529,250	413,948	1.0%	\$149.65	5.6%
CAC 2007-2013		1.33%	0.55%	0.78%		1.55%	
<b>Los Angeles County</b>							
2007	77.0%	\$165.57	35,607,575	27,401,678		\$127.49	
2008	74.2%	\$170.87	35,178,700	26,112,428	-4.7%	\$126.79	-0.6%
2009	67.3%	\$151.31	34,804,210	23,413,865	-10.3%	\$101.83	-19.7%
2010	71.4%	\$153.54	36,215,440	25,850,980	10.4%	\$109.63	7.7%
2011	75.0%	\$163.04	36,358,702	27,277,951	5.5%	\$122.28	11.5%
2012 (e)	77.7%	\$171.54	36,103,567	28,041,704	2.8%	\$133.29	9.0%
2013 (f)	78.0%	\$179.78	36,273,759	28,293,097	0.9%	\$140.23	5.2%
CAC 2007-2013		1.38%	0.31%	0.53%		1.60%	

E - Estimate

F - Forecast

---

(1) Source: PKF "The 2013 Southern California Lodging Forecast"



TABLE 19

POTENTIAL HOTEL ROOM DEMAND  
 MARINA DEL REY MARKET AREA  
 MARINA DEL REY VISIONING ANALYSIS  
 LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS

	Potential Demand - 2% Annual Increase				Market Area	
	Annual 2.0% Demand Increase	Existing Room Night Supply <sup>1</sup>	Occupancy Level	Room Nights Available	Target Occupancy - 74% Cumulative	Rooms
2013	413,948	529,250	78.2%	559,389	83	
2018	457,032	529,250	86.4%	617,611	242	
2023	504,600	529,250	95.3%	681,892	418	
2028	557,120	529,250	105.3%	752,864	613	

	Potential Demand - 3% Annual Increase				Market Area	
	Adjusted Demand Increase	Existing Room Night Supply <sup>1</sup>	Occupancy Level	Room Nights Available	Target Occupancy - 74% Cumulative	Rooms
2013	413,948	529,250	78.2%	559,389	83	
2018	479,879	529,250	90.7%	648,485	327	
2023	556,311	529,250	105.1%	751,772	610	
2028	644,917	529,250	121.9%	871,510	938	

(1) Existing room night supply for 2013 based on PKF "The 2013 Southern California Lodging Forecast"

**APPENDIX E**  
**MOBILITY TECHNICAL MEMORANDUM**



## REVISED TECHNICAL MEMORANDUM

Date: January 10, 2013  
To: Gina Natoli & Kevin Finkel, Los Angeles County Department of Regional Planning  
From: Sarah Brandenburg & Michael Kennedy  
**Subject: Marina del Rey Mobility Plan**

Ref: LA13-2587

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This technical memorandum:

- Documents the mobility goals for Marina del Rey
- Analyzes existing mobility conditions and identifies needs
- Proposes mobility recommendations to address the identified needs
- Recommends implementation strategies for the mobility recommendations

A variety of sources were reviewed to document mobility goals for the Marina, including public input and prior plans. Key goals focus on moving people in the Marina (rather than just cars), as well as improving accessibility, connectivity, and safety for all transportation modes.

Existing mobility conditions were documented for all transportation modes in the Marina, including bicycle, pedestrian, transit, parking, the needs of boaters, and motor vehicles; and mobility recommendations are provided to address identified mobility needs, including:

- **Mobility Integration:** One of the key Mobility recommendations proposed to address the stand-alone nature of some of the Marina's mobility networks is the implementation of Mobility Hubs. Mobility Hubs would be locations where all modes come together to serve a key destination, and provide the opportunity for convenient transfers between modes, providing the Marina's residents and visitors with mobility options beyond just using their car.
- **Park Once:** Marina del Rey has a substantial number of public parking lots. Existing lots are rarely full, so there are opportunities to repurpose portions of parking lots to provide Mobility Hubs and additional transportation options. Shared parking "Park Once" districts are recommended to operate district parking more efficiently (both public lots and private off-street facilities), and eventually move towards consolidated parking facilities to serve these districts.
- **Transit:** Existing transit service in the Marina is infrequent, and transit stops are hard to find and have few amenities. Similar conditions are present with the Marina's WaterBus. Mobility recommendations include co-locating transit stops (both ground and water) at Mobility Hubs



(described below) with clear wayfinding and good schedule coordination to ensure easy transfers between transit modes. If financially feasible, improving service frequency is recommended so the beach shuttle can better serve public parking lots in the Marina.

- **Pedestrian**: Existing pedestrian signalized crossings are generally spaced far apart, and the pedestrian environment is inhospitable due to narrow sidewalks and other impediments. Recommended mobility enhancements include the introduction of additional signalized pedestrian crossings, as well as wider sidewalks, and design treatments on shared-mode roads to improve the pedestrian experience in Marina del Rey. Recommendations to provide for a multi-use waterfront promenade that can serve the Marina are also provided.
- **Bicycle**: Existing conditions for bicycle facilities found a mix of high-quality off-street bike facilities, with some conflict zone areas. Recommended Mobility Plan enhancements include a series of specific design treatments to improve visibility and safety at conflict locations, as well as strategies to fill in gaps in the system.
- **Vehicles**: Existing parking lots and driveways are at times difficult to find and are confusing in their layout. Mobility recommendations include improved vehicle wayfinding and access to parking lots to ensure direct convenient connections to parking facilities. Because traffic level of service in the Marina generally operates at an acceptable level, additional roadway capacity enhancement projects are discouraged, as they will encourage additional regional cut-through traffic.
- **Boaters**: Mobility recommendations for boaters are focused on providing high-quality dedicated facilities (such as parking), avoiding conflicts with other modes at boat launch areas and locations where privately-owned vehicles haul trailers, providing opportunities for using small watercraft for personal mobility within the Marina by providing dinghy docks, waterside wayfinding, and other improvements.

## **MOBILITY GOALS**

The recommended mobility goals for Marina del Rey are based on public input, a review of relevant planning documents for the Marina, and best practices in transportation planning for similar areas. Each of these sources is discussed below.

### ***Public Input***

Over the summer of 2013, several Marina del Rey Visioning events were hosted by the Los Angeles County Department of Regional Planning. A separate report prepared by MIG documents these events and the community feedback received. Several key mobility themes are also provided below:

- **Mobility and Accessibility** – Mobility in Marina del Rey can be improved by providing better access and connectivity to the various modes of travel to ensure ease of movement through the Marina on foot, bicycle, car, and boat
- **Promenade** – Widen to the County's design standard and run uninterrupted around the Marina, including around Marina Beach, to improve connectivity and the pedestrian experience



- Conflicts – Resolve locations where pedestrians and bicycles conflict (e.g., on promenade and other pathways)
- Bicycle Parking – Make more bicycle parking available throughout Marina del Rey
- WaterBus – Improve frequency and service duration of water transit
- Dinghy Docks – Locate year-round dinghy docks near restaurants to promote travel within the Marina by boat
- Shuttles – Link parking lots to destinations with shuttles that run around the entire Marina
- Accessibility – The pedestrian environment can be improved throughout the Marina
- Signage/Wayfinding – Improve throughout Marina del Rey for vehicles, parking, pedestrians, cyclists

### ***Marina del Rey Planning Documents***

The following Marina del Rey planning documents were reviewed, and their mobility goals are summarized below:

- Marina del Rey Land Use Plan (2012)
  - Support public access to the shoreline through the coordination and enhancement of the following components of a public access system: pedestrian access, public transit, water transit, parking, bikeways, circulation network, public views and directional signs and promotional information.” (Page 1-9)
  - Public transit – work with operators to provide high-quality transit service to the Marina, including light rail transit (LRT) from the airport (Page 1-10)
  - Shuttle buses – Provided an enhance shuttle with the introduction of LRT along the Lincoln Boulevard corridor; continue to operate summer shuttle; provide hotel shuttles to airport. (Page 1-11)
  - Consider implementing a car share service in the Marina (Page 1-11)
  - Pedestrian access – widen sidewalks to eight feet, which is the County’s minimum standard. Provide new crosswalks with signal protection. Provide five-foot-wide sidewalks as a requirement along mole roads. (Page 1-11)
  - WaterBus – Currently only operates during summer months; shift to year-round operations (Page 1-11)
  - Signage – Provide directional signage, and outdoor interpretive maps and exhibits about the coast in the Marina (Page 1-11)



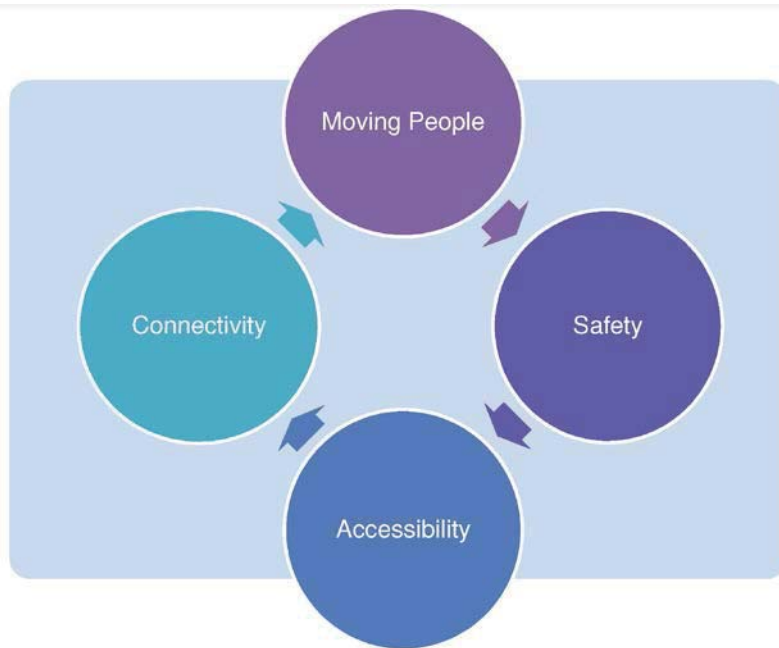
- Distribute parking facilities throughout the Marina to serve recreation and visitor-serving uses (Page 2-1)
- Do not allow use of public parking lots by private leaseholders to meet their private parking needs (Page 2-7)
- Establish short-term parking to allow price flexibility (Page 2-13)
- Provide non-auto circulation within new developments (Page 11-1)
- Provide adequate parking facilities in new developments, or provide substitute means of serving the development with public transportation (Page 11-1)
- To mitigate projected traffic increase from the Pipeline Projects, implement specific intersection modifications to increase capacity (Pages 11-13 to 11-12)
- Marina del Rey Specific Plan (2012)
  - Implement intersection modifications in anticipation of Pipeline Projects (Pages 17-18)
  - Expand beach shuttle to year-round service, ideally in conjunction with a future LRT line on Lincoln Boulevard (Page 18)
  - To reduce traffic, implement transportation demand management (TDM) strategies, including: carpooling, ridesharing, vanpooling, flex time, bicycles for transportation, bike racks and lockers at places of employment, preferential parking for TDM participants, incentives for TDM participants, disincentives. Shared use bikes and cars on-site (Page 17)
  - Parking lots may be used for bicycle and pedestrian right-of-way, boathouses, farmers markets (temporary), public parks and picnic areas.

### ***Recommended Goals***

Based on the input received from the community and goals from prior studies, the following goals are recommended for the Mobility Plan. These goals are meant to address four key mobility goals in the Marina: moving people, safety, accessibility and connectivity.



**Figure 1 - Mobility Goals**



- Mobility Hubs
  - Provide hubs in the Marina that integrate multiple travel modes, including water transit, bus transit, bicycle (parking and bike share), and provide seamless transfers between these modes with ample wayfinding to adjacent key destinations
- Mobility to Support Place Making
  - Parking and transportation should serve the overall community goals for Marina del Rey and the various uses and activities in the Marina
  - Parking and transportation policies should further the shared goals of Los Angeles County and the Coastal Commission to maximize public access to and along the coast, while simultaneously protecting, conserving, and restoring the coast for use by current and future generations with a mobility system that supports all modes
- Moving People
  - Focus on moving people (not just cars) efficiently and safely in the Marina
- Park Once
  - Operate parking in a common pool of shared, publically-available spaces
  - Provide parking for visitor-serving destinations within a ¼-mile walk distance



- Scale parking supply to meet documented parking demand plus 10 percent contingency to allow for parking space turnover
- Provide direct pedestrian access between destinations and parking lots with clear wayfinding and frequent pedestrian crossings
- Co-locate parking at mobility hub locations to provide easy transfers to transit shuttles and WaterBus
- Bicycles
  - Provide a direct separated facility through the Marina that links to regional bike facilities
  - Provide high-visibility treatments at locations where cyclists interact with other modes
  - Provide bike parking and bikesharing at key destinations
- Pedestrians
  - Enhance the quality of pedestrian crossings and improve directness of pedestrian travel
  - Provide a continuous high-quality pedestrian promenade around the Marina
- Shared Facilities
  - Communicate shared space through street or path design
  - Use shared facilities to provide pedestrian and bike connections between paths and activity centers
- Boaters
  - Minimize locations where boaters/trailers must interact with other modes
  - Provide convenient parking for boaters/trailers, focusing on short-term parking needs for loading/unloading supplies
- Transit
  - Better integrate the Marina into the regional transit network through improved span of service and service frequency on transit lines
- Water Transportation
  - Better integrate water transportation with internal mobility networks, including ground transit and bicycle facilities





## EXISTING CONDITIONS AND MOBILITY NEEDS

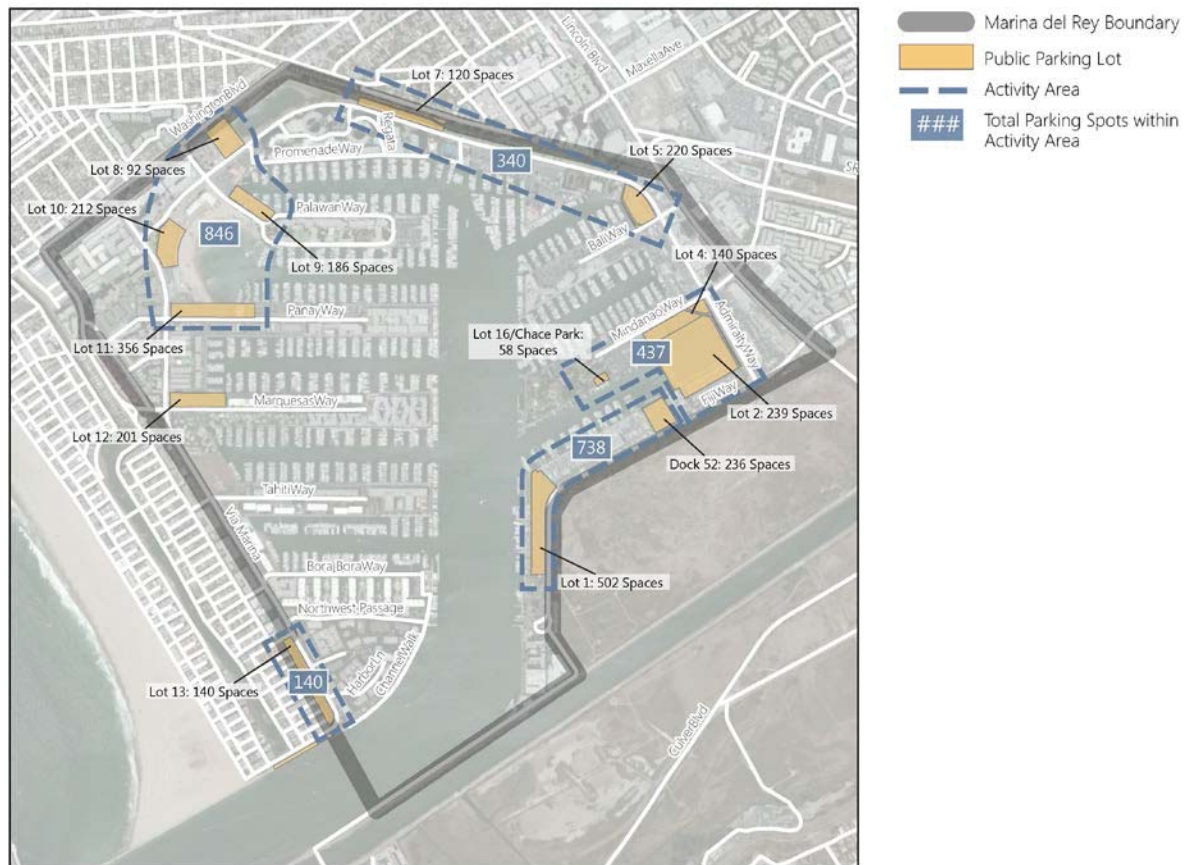
This section summarizes the field observations we conducted, as well as the mapping and analysis we prepared to document existing conditions and identify mobility needs in Marina del Rey.

### Parking

#### Supply

Substantial parking supply is provided in the Marina in public lots and in private development projects. In 2010, a parking study (*Right Size Parking Study*, Raju Associates, 2010) was conducted for the public lots in the Marina. A total of 2,699 stalls were counted across the parking lots. Subsequent to the study, as part of the Senior Accommodations facility going in on Lot 8, 94 spaces have been relocated from Lot 8 into Lot 11 (Parcel 21), with 92 remaining spaces provided in Lot 8, for a total of 2,702 stalls. Aside from the southwestern portion of the Marina, which has few public parking lots, public lots are spaced throughout the other districts, with a particular concentration around Marina Beach (with a total of 846 spaces), Waterside Shopping Center vicinity (437 spaces in public lots), and Fisherman’s Village area (738 spaces). Figure 2 illustrates the parking supply by location.

**Figure 2 – 2010 Public Parking Supply**





Accessibility

As shown in Figure 3, most of the Marina is located within a ¼-mile walking distance of one or more public parking lots, with the exception of some of the moles in the western portion of the Marina, which do not have as close proximity to public parking lots. Figure 3 also illustrates the location of public parking lots in relation to parcels that have been zoned with visitor-serving uses (retail, boating, etc.). Generally, the parcels that are zoned with visitor-serving uses have close access to public parking lots.

In terms of the public parking lots themselves, vehicle access may be confusing, and there is limited wayfinding signage, indicating a mobility need for improved vehicular wayfinding and access. Pedestrian access is limited as well. There are few sidewalks and other dedicated pedestrian access paths that provide access to and through parking lots, indicating a mobility need to accommodate pedestrians to and through parking lots.

**Figure 3 – Public Parking Lot Accessibility**





Demand

Existing parking demand counts were also collected as part of the 2010 parking study. Counts were collected on peak weekend days, and the 90<sup>th</sup> percentile of parking demand was mapped. Additionally, the study forecasted parking demand for several projects in the development pipeline, and included them in the demand estimates shown in Figure 4. On most days, the existing public parking supply is underutilized. As shown in the figure, all of the public parking areas identified were projected to have excess parking capacity available. Lot 13 was estimated to have the highest occupancy (72 percent occupied), but other areas ranged from 15 percent to 55 percent occupied, indicating that even on peak days, the Marina has a surplus public parking supply. Past surveys and ongoing observations have revealed that these lots are typically underutilized most days of the year. Although excess capacity remains in the overall public parking supply on even the busiest days, there are spot shortages and surpluses on these days. For example, the public parking facilities adjacent to Marina Beach are fully utilized on summer weekends, while less-convenient facilities remain underutilized.

**Figure 4 – 90th Percentile Parking Demand**





Even on the busiest days of the year (i.e., the Memorial Day, Fourth of July and Labor Day holiday weekends) and during special events (such as Halibut Derby event days and Boat Parade Day), excess capacity remains in the overall public parking supply. In addition, the County has permission, via a parking covenant, to use up to 860 parking spaces in the office building parking structure on Parcel 76 on weekends and holidays, and this parking capacity is largely unused on even the busiest holiday weekends and special event days. Event parking management is used to manage parking on busy event days. On occasions that draw major crowds, such as Fourth of July fireworks, December's annual Boat Parade Day, and concerts in the park, staff from the Department of Beaches and Harbors post "lot full" signs at the most popular public lots when they reach capacity, and then direct traffic to other nearby parking facilities.

### ***Transit***

A variety of transit service is provided in the Marina. Figure 5 illustrates the routes within the Marina (both ground bus transit and the WaterBus), the location of transit stop locations, and the weekday stop level ridership (for operators that track those data). Routes that serve the Marina include:

- Metro Route 108 operates on Via Marina and Admiralty Way in Marina del Rey, and travels eastward, generally along Slauson Avenue to Pico Rivera. Peak headways are approximately 30 minutes. Stop level ridership is generally 10 riders or less per day at each stop in Marina del Rey.
- Culver City Bus Route 1 operates along the perimeter of the Marina on Washington Boulevard, from Venice through Culver City to the West LA Transit Center. Peak headways are approximately 12 minutes. Stop level ridership data are not available for Culver City Bus lines.
- Culver City Bus Route 7 operates on Admiralty Way and Fiji Way in Marina del Rey, and travels eastward, on Culver Boulevard to Downtown Culver City, and the Metro Expo Light Rail Station. Peak headways are approximately 60 minutes. Stop level ridership data are not available for Culver City Bus lines.
- LADOT Commuter Express Route 437 operates on Admiralty Way and Fiji Way in Marina del Rey, and travels eastward on Culver Boulevard and the I-10 freeway to Downtown Los Angeles. This line operates during weekday peak periods only, with 30 minute headways. Stop level ridership data are not available for this line.
- Big Blue Bus Route 3 operates on Lincoln Boulevard along the eastern side of Marina del Rey, travelling from UCLA to Downtown Santa Monica, and south to the Metro Green Line Aviation Station near LAX. Peak headways are approximately 15 minutes. Stop level ridership are in the range of 50-100 riders per day at the stops on Lincoln Boulevard at Mindanao Way.
- Beach Shuttle is a summer season transit circulator that operates on Fridays, Saturdays, Sundays and holidays, serving Marina del Rey and the community of Playa Vista. The shuttle runs every 30 minutes, and has approximately 200 riders per day. It stops at Culver City Bus and Metro stops in the Marina. Round beach shuttle signs are provided at each stop, and at many of the stops, maps/bus schedules are provided, along with benches.



- WaterBus is a summer season water taxi that operates on weekends and holidays. The WaterBus operates from eight stops, without a defined schedule or route. Passengers indicate which stop they would like to go to, and the dock attendant will tell them when the WaterBus will arrive. Over the summer, the WaterBus averages about 1,075 passengers per day.

While the Marina is served by bus and water transit, transit service frequency is limited. The WaterBus and Beach Shuttle are seasonal operations only, and the bus transit that enters the Marina run relatively infrequently, underlying a mobility need for improved transit service. As shown in Figure 5, the location of WaterBus stops generally are not co-located near a bus transit stop, so transfers from water to bus transit are not particularly convenient. Because the WaterBus does not operate on a set schedule or route, it is difficult to coordinate a trip that would involve both the WaterBus and ground transit bus route.

**Figure 5 – Transit Routes and Stop-Level Ridership**

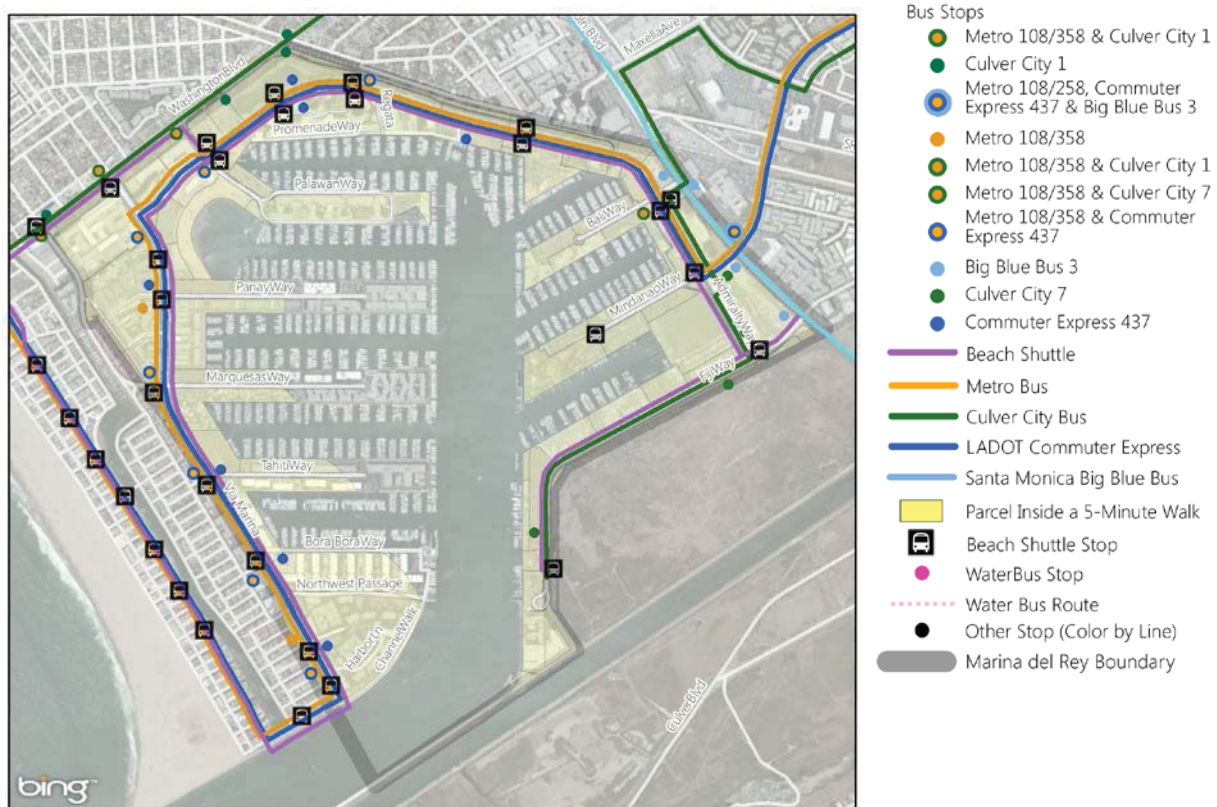




Transit Stop Accessibility and Quality

Figure 6 analyzes the accessibility to ground transit stops from Marina del Rey parcels. Most of Marina del Rey (80 percent) is located within a ¼-mile walking distance of bus transit stop, indicating good bus stop coverage. If WaterBus stops are included, 100 percent of parcels in Marina del Rey are within ¼ mile of a transit stop. While much of the Marina has bus stops, not all bus stops have a high level of amenity, such as bus shelters, that would increase the attractiveness of transit service.

**Figure 6 – Transit Stop Accessibility**



**Pedestrian**

Crossings and Path of Travel

There are relatively few signalized pedestrian crossings in Marina del Rey, either signalized pedestrian-only crossings or fully-signalized traffic intersections. Along the Admiralty Way and Via Marina loop, which are the two primary roadways that pedestrians need to cross, the signalized pedestrian crossing spacing between signals (both dedicated pedestrian signals and general traffic signals) is 560 feet to 2,100 feet, a walk time of approximately three to 10 minutes, as shown in Figure 7. This can result in significant out-of-direction travel time for pedestrians, indicating a mobility need for more frequent signalized pedestrian crossings. Figure 8 illustrates average crossing distance between signalized crossing locations on Admiralty Way in Marina del Rey and the average crossing distance in Downtown Santa Monica, a location considered to be very walkable. On average, signalized crossings are approximately 1,000 feet



apart on Admiralty Way. In Downtown Santa Monica, crossings, including signalized mid-block crossings, provide for controlled crossings every 350 feet—a third of the distance found in Marina del Rey.

**Figure 7 - Pedestrian Crossing Distances in Walking Time**

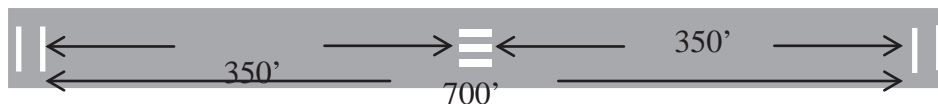


**Figure 8 - Average Crossing Spacing Marina del Rey and Downtown Santa Monica**

Admiralty Way – Marina del Rey



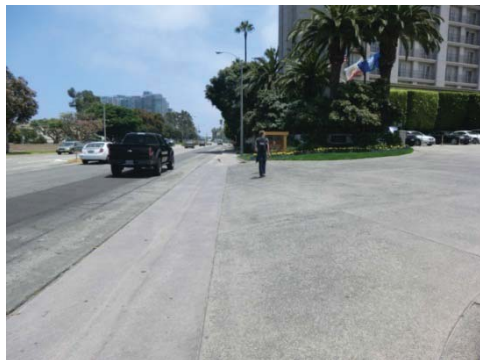
4th Street – Santa Monica



Pedestrian crossings within Marina del Rey are generally striped as white parallel crosswalks (as opposed to high-visibility crosswalks), arterials are wide with limited pedestrian refuge, and sidewalks tend to be narrow. Pedestrian barriers include locations where sidewalks are discontinuous, locations where



driveway curb cuts are very long, and locations where sidewalk impediments, such as street signs, lights, utility boxes, etc., hinder the pedestrian right-of-way on already-narrow sidewalks. Pedestrian facilities in Marina del Rey generally provide minimal pedestrian accommodation, indicating a mobility need for higher-quality pedestrian facilities, including wider sidewalks with fewer impediments and more visible pedestrian crossing treatments at intersections.



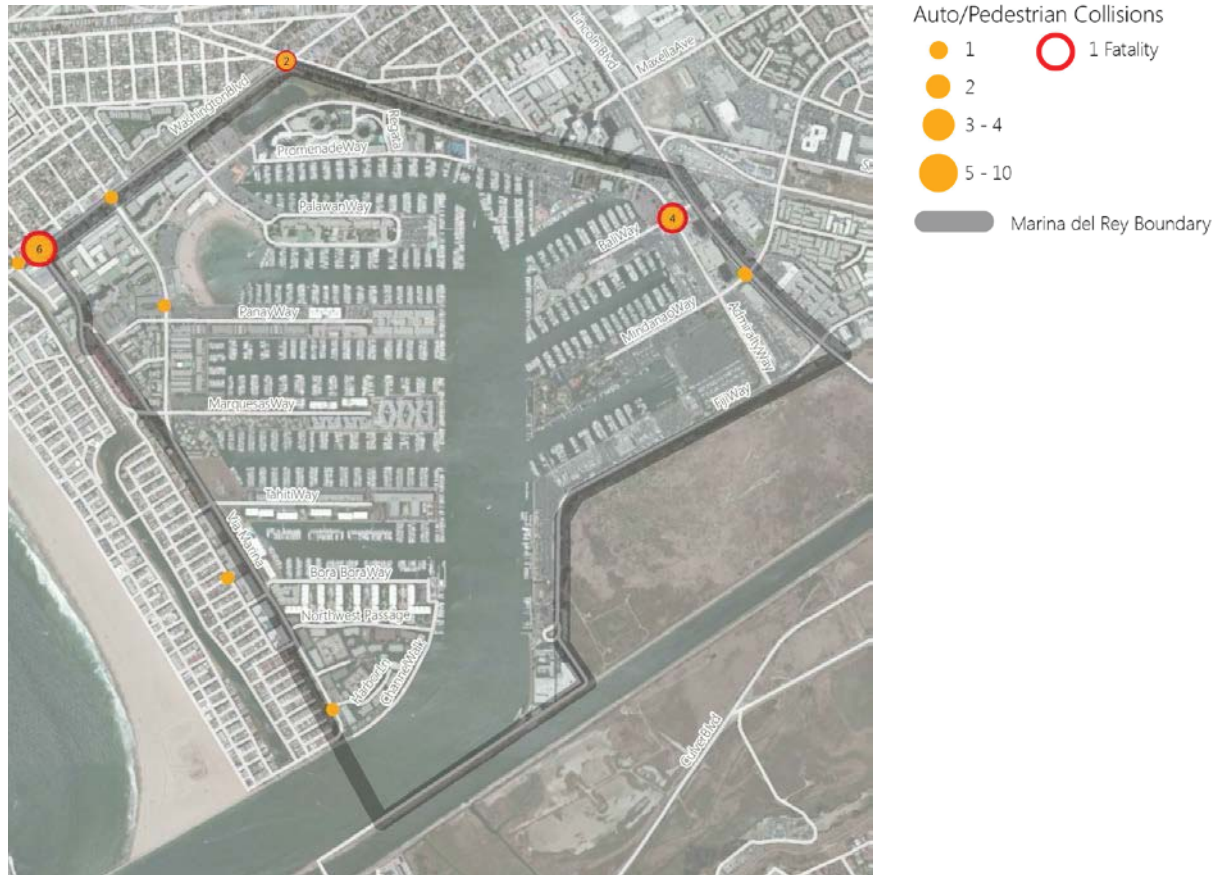
### Pedestrian Collisions

Figure 9 illustrates the location of collisions involving vehicles and pedestrians in the same five-year (2006-2011) period documented above for collisions involving cyclists. Collision frequency for pedestrians was lower than that found for cyclists during the five-year period, with concentrations at the intersection of Washington Boulevard and Via Dolce (City of Los Angeles), and Admiralty Way and Bali Way with a fatality occurring at both locations.





**Figure 9 - Pedestrian Collisions**

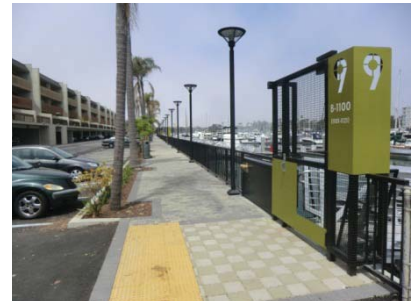


Waterfront Promenade

A waterfront promenade is currently provided around much of the Marina, but is generally narrow. Figure 10 illustrates existing locations with the promenade. Aside from the sections along the California Yacht Club, sections along Basin H, and on the west side of the channel, there is a promenade along most sections of the Marina. However, much of the promenade is narrow, with nearly half (49 percent) of the promenade being 10 feet wide or less. Only 12 percent of the existing promenade meets the current design standard of 20 to 28 feet wide, indicating the mobility need for a wider, more continuous promenade to serve pedestrian (and potentially, bicycle) mobility in the Marina. The design, quality, and maintenance of the existing promenade vary throughout the Marina as shown in the photographs below.



**Figure 10 - Waterfront Promenade Location and Width**



Mole Roads

Marina del Rey's mole roads provide primary access for most of the residential developments in the Marina. They serve as the primary vehicular access points and primary or secondary pedestrian/bicycle access points, with the promenade serving as additional pedestrian access for some developments. Most





of the mole roads on the west side of the Marina, including Panay, Marquesas and Tahiti Way, are shared space. No separate pedestrian sidewalk is provided. While these moles are lined by the waterfront promenade, there is limited access to the promenade in-between buildings, which can lead to indirect pedestrian paths of travel. The mole roads themselves provide the most direct path of travel, but because they are shared space (with no designated area for pedestrians), they can discourage walking, indicating a mobility need to designate a pedestrian zone within the shared space of the mole roads.

## ***Bicycle***

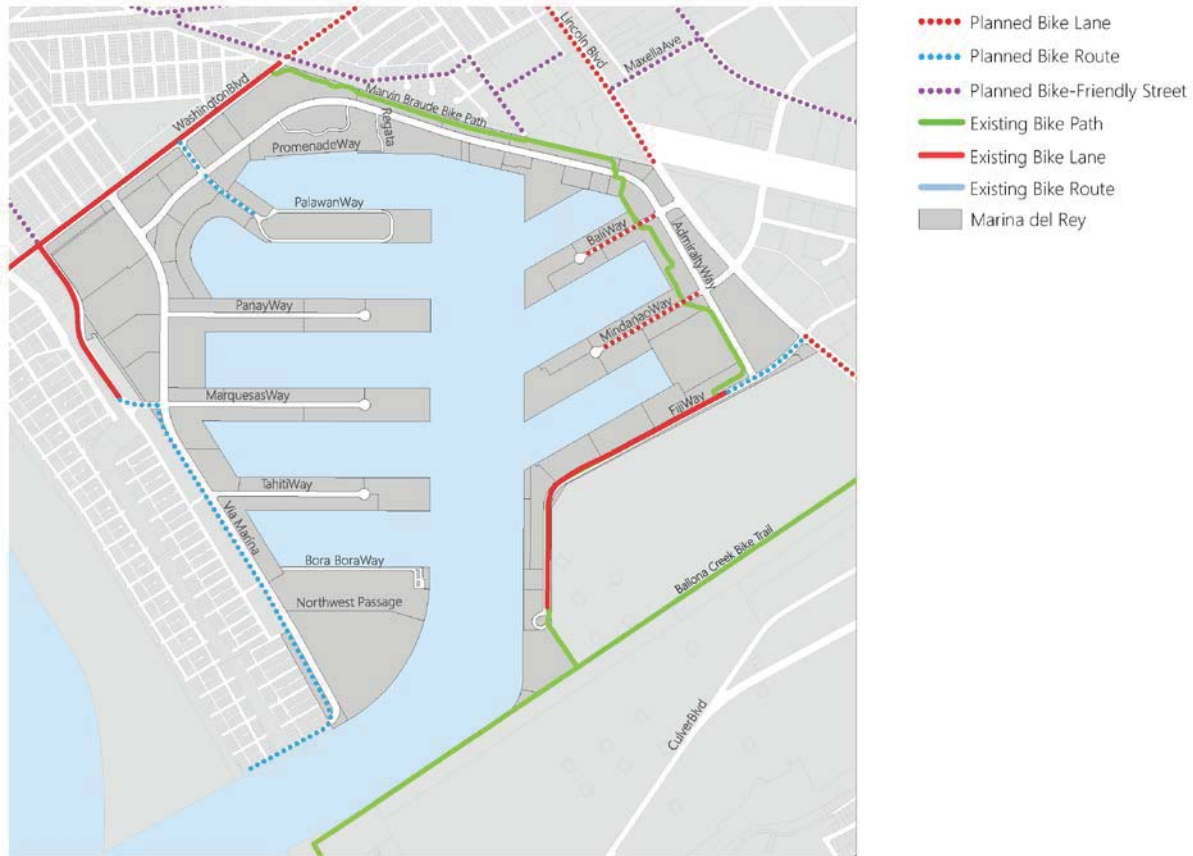
### Existing Facilities

As shown in Figure 11, Marina del Rey has a variety of existing bikeways, including:

- Class I (Bicycle Paths)
  - Ballona Creek Bike Trail – This bike path runs along the southern end of the Marina, linking with Culver City to the east and the beach bike path to the south, with connections to Playa del Rey, El Segundo, and the Beach Cities.
  - Marvin Braude Bike Path – This bike path provides an important connection for the regional beach bike path, linking to the beach bike path to the south via bike lanes on Fiji Way, and the beach bike path to the north via bike lanes on Washington Boulevard. Within the Marina, the bike path runs along the west side of Admiralty Way between Mindanao Way and Fiji Way. Between Mindanao Way and Yvonne B. Burke Park, the bike path runs through the parking lots of Parcel 44 and Parcel UR, generally sharing space with the parking lot driveways, and not acting as a separated bike path. In Yvonne B. Burke Park, the path returns to a true Class I off-street bike facility. The path ends at Washington Boulevard, where it connects with on-street bike lanes in the City of Los Angeles.
- Class II (Bicycle Lanes)
  - Fiji Way – A Class II on-street buffered bike lane generally runs from the southern end of Fiji Way to the entrance to the Marvin Braude Bike Path, just west of Admiralty Way.
- Planned Facilities
  - The Los Angeles County Bicycle Master Plan (2012) designates the following planned facilities:
    - Class II (Bicycle Lanes)
      - Mindanao Way – Bike lanes are planned on Mindanao Way west of Admiralty Way
      - Bali Way – Bike lanes are planned on Bali Way west of Admiralty Way



**Figure 11- Existing and Planned Bikeways**



▪ Class III (Bicycle Routes)

- Via Marina/Via Dolce – A bike route is planned on a portion of Via Marina, continuing on Via Dolce, between the channel and Washington Boulevard.
- Fiji Way – A bike route is planned on Fiji Way from Admiralty Way to Lincoln Boulevard.

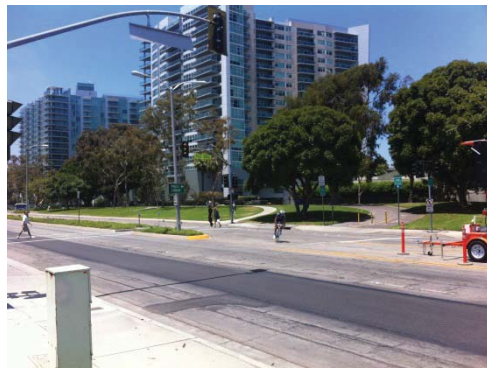
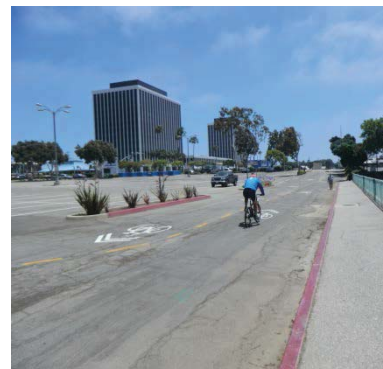
These existing facilities are used both by residents, employees, and visitors of Marina del Rey, as well as for cyclists traveling through the Marina because of the regional bicycle connections it provides.

Conflict Zones

As discussed, there are several locations where the Marlin Braude Bike Path shares space with vehicles through parking lots, cross roadways, and cross sidewalks. These zones are locations where there is greater opportunity for conflicts between cyclists, motorists, and pedestrians. Figure 12 illustrates the locations of the primary conflict zones within the Marina. The locations of these conflict zones provide opportunities for redesign to reduce conflicts and improve bicycle mobility in the Marina.



**Figure 12 - Bicycle Conflict Zones**





### Collisions

Figure 13 illustrates the location of collisions involving vehicles and cyclists that occurred within the Marina during the most-recently-available five-year period of collisions from the California Highway Patrol Statewide Integrated Traffic Records System (SWITRS) data base (2006 through 2011). Collisions are mapped at the closest intersection. As shown in Figure 13, the intersections with the highest number of collisions during the five-year period were at the intersection of Washington Boulevard and Palawan Way (within the City of Los Angeles), as well as the intersections of Admiralty Way at Mindanao Way and Fiji Way.

**Figure 13 - Auto/Bicycle Collision Locations (2006 – 2011)**

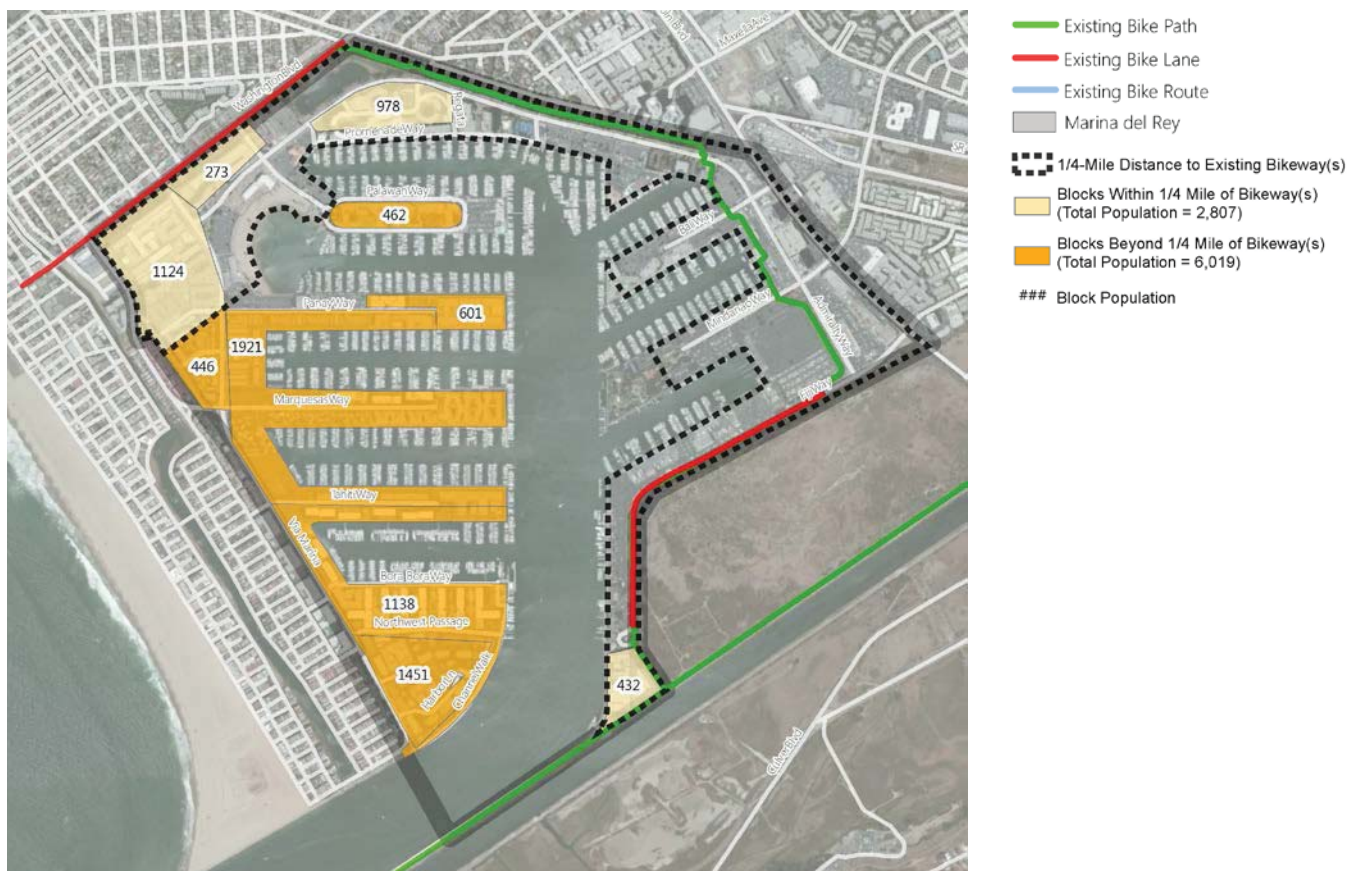




Accessibility to Facilities

To evaluate the proximity of Marina del Rey’s residential population to bike facilities, we used population data from the 2010 United States Census and analysis in ArcGIS to determine the percent of the population of Marina del Rey that live within a ¼-mile distance of an existing bicycle facility, as shown in Figure 14. This evaluation used Census blocks geography for this evaluation, modified to reflect the location of residential parcels in the Marina. Most of the residential population lives in the Marina’s western portion, where there are few existing bike facilities. Roughly 68 percent of the population in the Marina does not have close access (¼ mile or less) to an existing bike facility, indicating a mobility need to improve access to bicycle facilities in the primary residential areas of the Marina. As described above, the bike facilities in the Marina provide important regional connections, so are well-used by residents located outside of Marina del Rey (such as residents that live in Playa Vista and the Silver Strand). However, this accessibility evaluation must be limited to the area covered under the Marina del Rey Local Coastal Program.

**Figure 14 – Access to Bicycle Facilities**

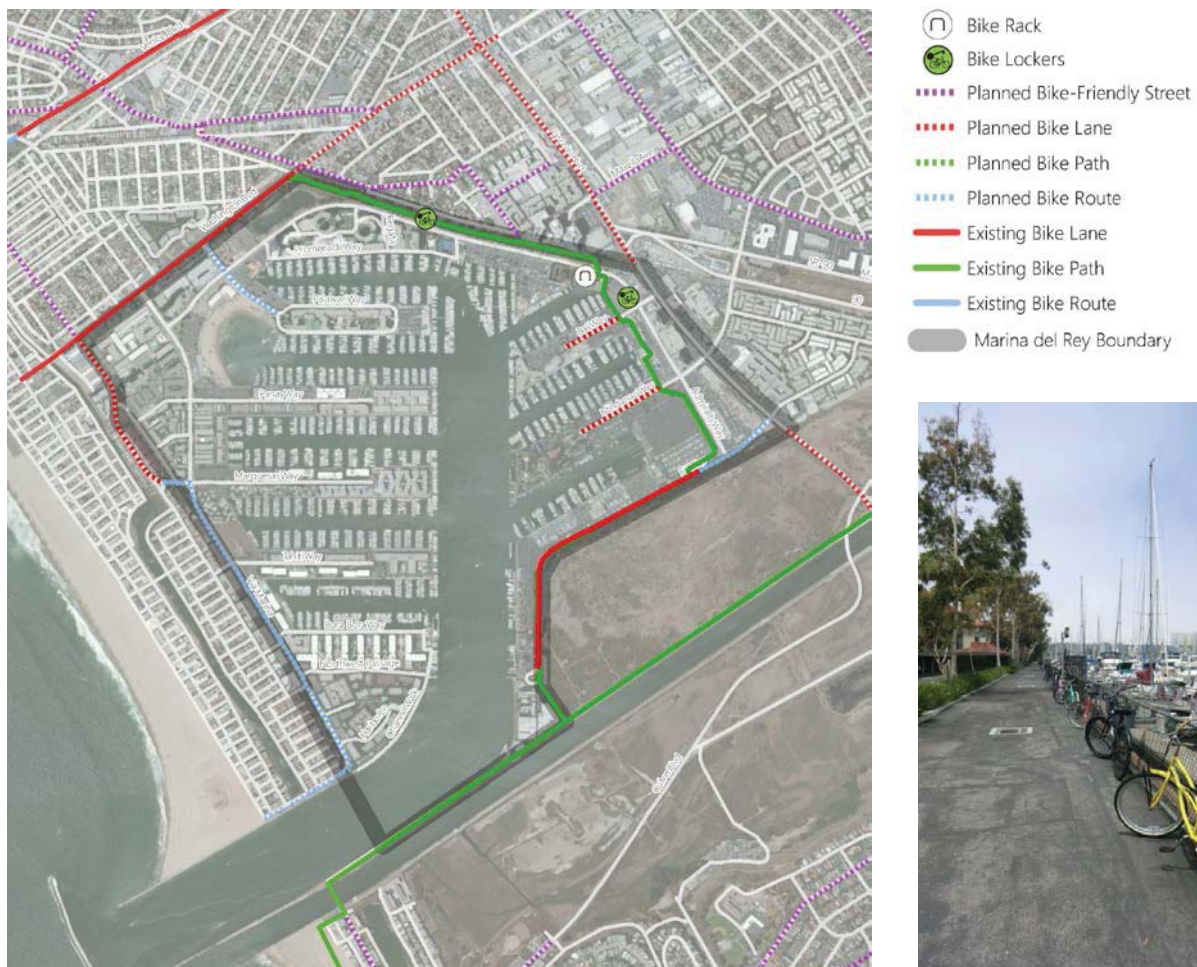




### Bicycle Parking

As illustrated in Figure 15, bicycle parking is provided in a limited number of locations in the Marina, including bicycle racks at the library and bike lockers in Parking Lot 7 along Admiralty Way and in Parking Lot 5 near the intersection of Admiralty Way and Bali Way. Bike lockers are rented annually (\$100 per year). Usage of the lockers appeared to be infrequent on the days field observations were conducted. A significant amount of informal bike parking was observed along the promenade on the north side of Marquesas Way. Bikes were locked to the promenade fence. Some of the bikes appeared to be abandoned, as they were rusted and were missing parts.

**Figure 15 - Bicycle Parking Locations**



### **Vehicles**

As shown in Figures 16 and 17, most of the peak hour traffic in the Marina occurs on Via Marina / Admiralty Way between Washington Boulevard and Mindanao / Fiji Way, indicating that some of the traffic through the Marina during peak hours could be regional cut-through traffic, likely as a bypass to a





congested Lincoln Boulevard. Traffic volumes are generally higher during the PM peak hour, with two-way segment volumes on Admiralty Way peaking at approximately 2,900 vehicles per hour. Existing roadway capacities are sufficient to meet peak capacity. On Via Marina south of Panay Way, traffic volumes are sufficiently low that there is generally excess roadway capacity. Intersection level of service (LOS) was analyzed in the Marina in the *Traffic Study for the Marina del Rey Local Coast Program Amendment* (Raju Associates, 2010). It found that existing LOS is LOC C or better during both peak hours at all intersections within the Marina.

**Figure 16 – AM Peak Hour Traffic Volumes and Level of Service**





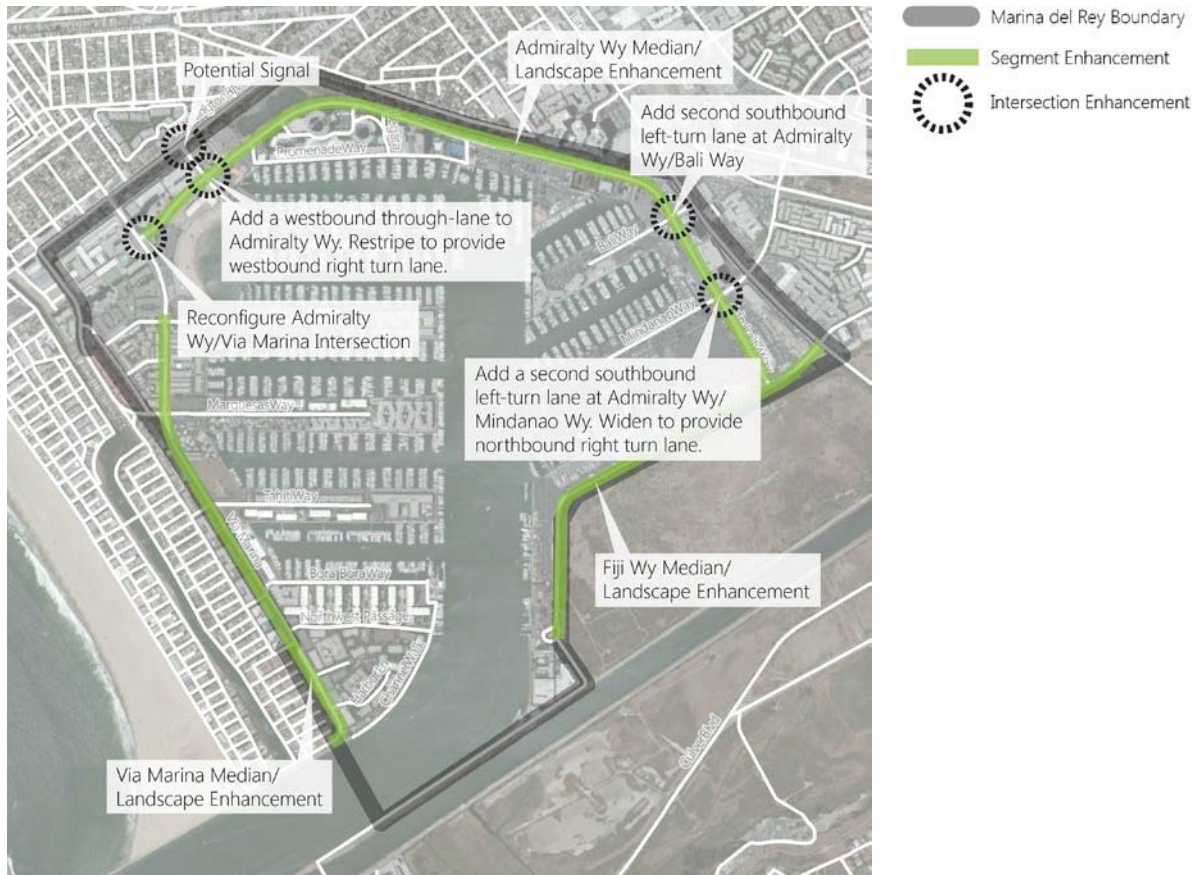
**Figure 17 – PM Peak Hour Traffic Volumes and Level of Service**



The 2012 Land Use Plan Update (LUP) indicated that traffic volumes have generally declined in the Marina, and have been below the traffic forecasts of the 1991/1995 traffic studies that outlined the trip cap and traffic mitigation measures for the Marina. The 2010 traffic studies forecast traffic conditions for future projects in the development pipeline and recommended an updated set of projects to increase roadway capacity. Figure 18 illustrates the location of these planned roadway capacity projects, as well as roadway landscaping/median enhancement projects.



**Figure 18 – Location of Planned Roadway Projects**



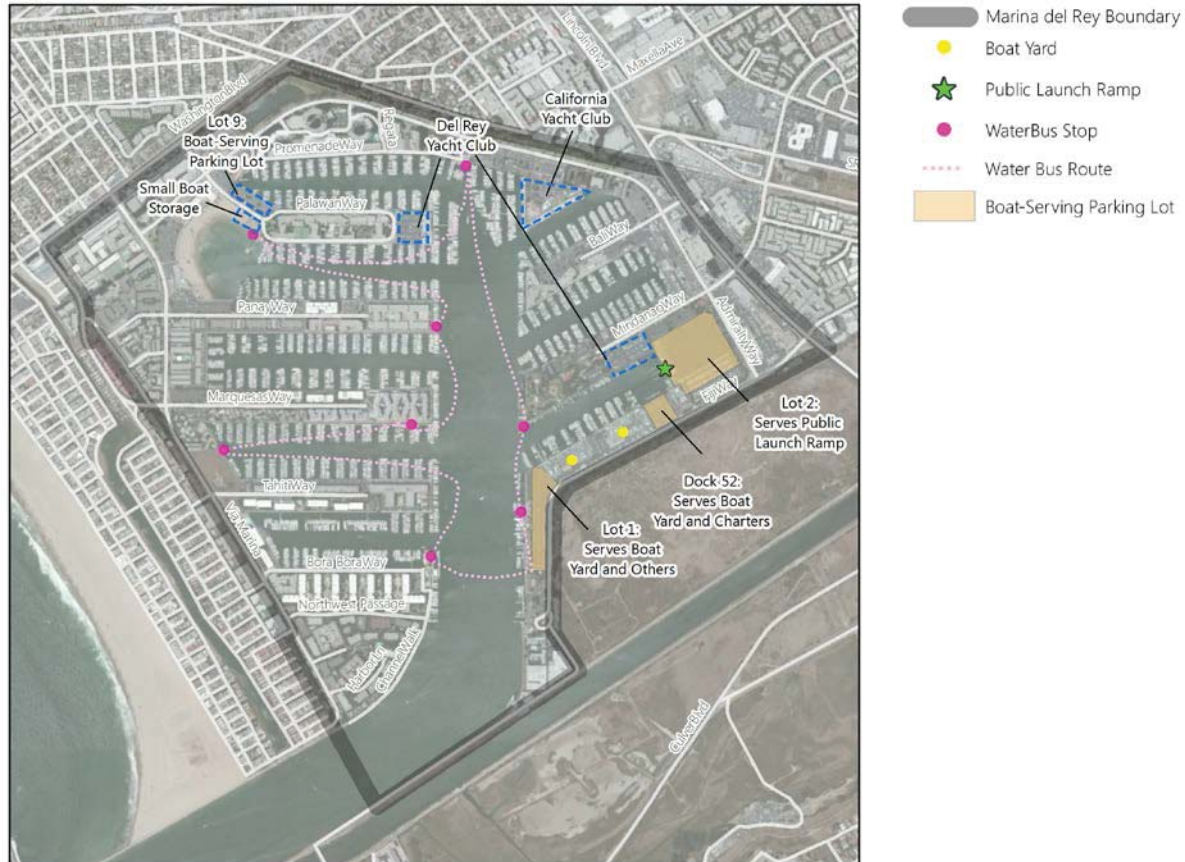
### **Boaters**

In addition to the WaterBus, as illustrated in Figure 19, the Marina provides extensive water transportation resources including the public launch ramp on Parking Lot 2, boat storage facilities, and small craft non-motorized storage at Marina Beach. The public and private marinas provide 5,300 boat slips, and accessory support facilities. At many of these facilities, boaters must navigate potential conflicts with other modes, including pedestrians and cyclists who travel through spaces where boaters park.

Several dedicated parking facilities for boaters are provided, as illustrated in Figure 19.



**Figure 19 – Water Transportation**



**MOBILITY PLAN RECOMMENDATIONS**

***Mobility Integration***

One of the key mobility issues observed in the Marina is the disjointed nature of the different mobility networks: WaterBus stops don't necessarily correspond with ground transit bus stops; pedestrian access to and through parking lots is limited; wayfinding for all modes is difficult to locate; bike parking is generally non-existent at key destinations. While all of these different modes have some high-quality facilities in the Marina, as well as areas for improvement, they generally do not integrate well together, so transferring from one mode to another is difficult. Thus, mobility integration is the most fundamental of our mobility recommendations for Marina del Rey.

Mobility Hub

The key foundation for this integration is the Mobility Hubs concept. Mobility Hubs are clusters of transportation facilities at key destinations in Marina del Rey that provide residents, workers and visitors a



variety of convenient mobility choices, including both land-side and water-side mobility options. The ideal mobility hub would consist of the following components:

- Park Once Facilities – The Mobility Hub should be located in or adjacent to a centralized parking facility that can serve the adjacent uses. The Park Once facility could be a surface lot or parking structure. Clear and direct vehicular access to the facility should be provided, with visible wayfinding signage. Once parked, visitors would easily locate the mobility choices available at the Mobility Hub with clear wayfinding and pedestrian paths of travel through the parking facility. Parking pricing and connecting transit service and fare should be convenient and economical to encourage visitors to park once in the Marina, and use the Mobility Hubs and their connecting mobility choices to travel around the Marina without needing to use their personal motor vehicles during their visit. These facilities could provide dedicated spaces and electrical vehicle charging stations to encourage the use of neighborhood electric vehicles (NEV) and other emissions-free vehicles for mobility in the Marina.

- Boating Facilities

- Co-located WaterBus Stop – The WaterBus stop would be located as close as possible to the land-side Mobility Hub amenities, linked with clear wayfinding. WaterBus stops should be demarcated by clear and visible signage or other branding/identifying elements on the dock. Schedule and fare information should also be provided.



- Dinghy Dock – The Mobility Hub could provide, to the extent feasible, a co-located dinghy dock adjacent to the WaterBus stop, with clear waterside wayfinding signage directing boaters to the dinghy dock, including waterside signage that is visible to boaters to indicate what land-side destinations are accessible.

- Bus Transit/Shuttle Stop – The Mobility Hub should be co-located with a bus transit/Marina Shuttle bus stop with stop amenities that include a shelter, bench, wayfinding signage, and schedule and fare information. Shuttle service in the Marina should be reoriented to serve the Mobility Hubs, and provide mobility options for people after they park in Park Once facilities.





- Bicycle Facilities

- Access to Marina Bicycle Network – The Mobility Hub should be located immediately adjacent to one of the Marina bicycle paths or on-street bicycle lanes. It should include destination wayfinding signage with mileage and/or average biking times to clearly indicate the Marina destinations in close biking distance from the Mobility Hub.
- Bicycle Parking – The Mobility Hub should provide sufficient bike parking to meet demand during weekend summer conditions. Bike parking can be provided in a variety of configurations depending on the space available and overall bike parking demand. A bike corral, as shown in the adjacent photo is a cluster of bike racks typically the size of one vehicular parking space. One bike corral should be provided at a minimum.
- Bicycle Share – Ideally part of a larger regional bike share system, bike share kiosks should be implemented at each Mobility Hub, allowing for short-term bike rental by visitors and residents.

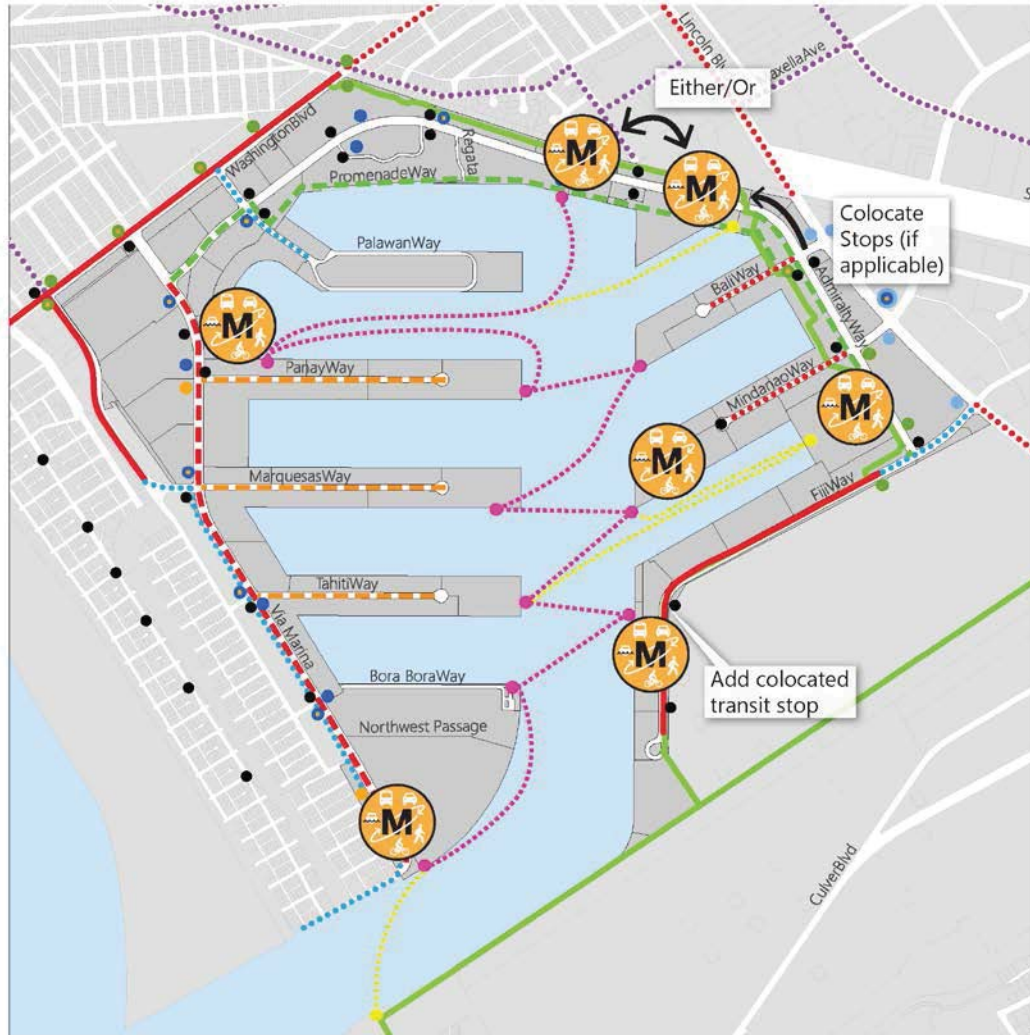


- Pedestrian Facilities – Mobility Hubs should be linked by a network of high-quality, spacious pedestrian space, including the waterfront promenade, and sidewalks and pathways to/from adjacent destinations and parking facilities. Pedestrian wayfinding signage should also be provided to indicate the direction and walk distance/time of nearby destinations. Adjacent pedestrian crossings, at a minimum, should be enhanced to provide high-visibility crosswalk treatments.
- Car Share – Mobility Hubs should also provide access to car share vehicles, such as ZipCar service, to provide residents and visitors convenient access to vehicles should they need to travel from the Marina to an external destination.

Figure 20 illustrates potential locations for Mobility Hubs that would serve the key destinations and districts within the Marina. Mobility Hubs could be located in existing surface parking lots, or could be incorporated into new developments. Figure 21 provides a conceptual rendering of what a Mobility Hub might look like on one of the parking lots in the Marina Beach area. Given its importance as a primary destination, the Marina Beach area is a prime candidate for the implementation of the first Mobility Hub.



**Figure 20 – Integrated Mobility Network and Mobility Hub Locations**



**Mobility Plan Enhanced Bikeways**

- Planned Bike Path
- Planned Bike Lane
- Shared Use Mole Road Concept

**Existing and Planned Bikeways (Other Plans)**

- Planned Bike Lane
- Planned Bike Route
- Planned Bike-Friendly Street
- Existing Bike Path
- Existing Bike Lane
- Existing Bike Route

**Mobility Plan Water and Landside Transit**

- M Mobility Hub
- Waterbus Route
- Alternate or Future Waterbus Route
- Shuttle Stop
- ● ● Transit Stop (Big Blue Bus/Culver City/LADOT/Metro)



**Figure 21 – Marina Beach Mobility Hub Conceptual Design**



***Park Once***

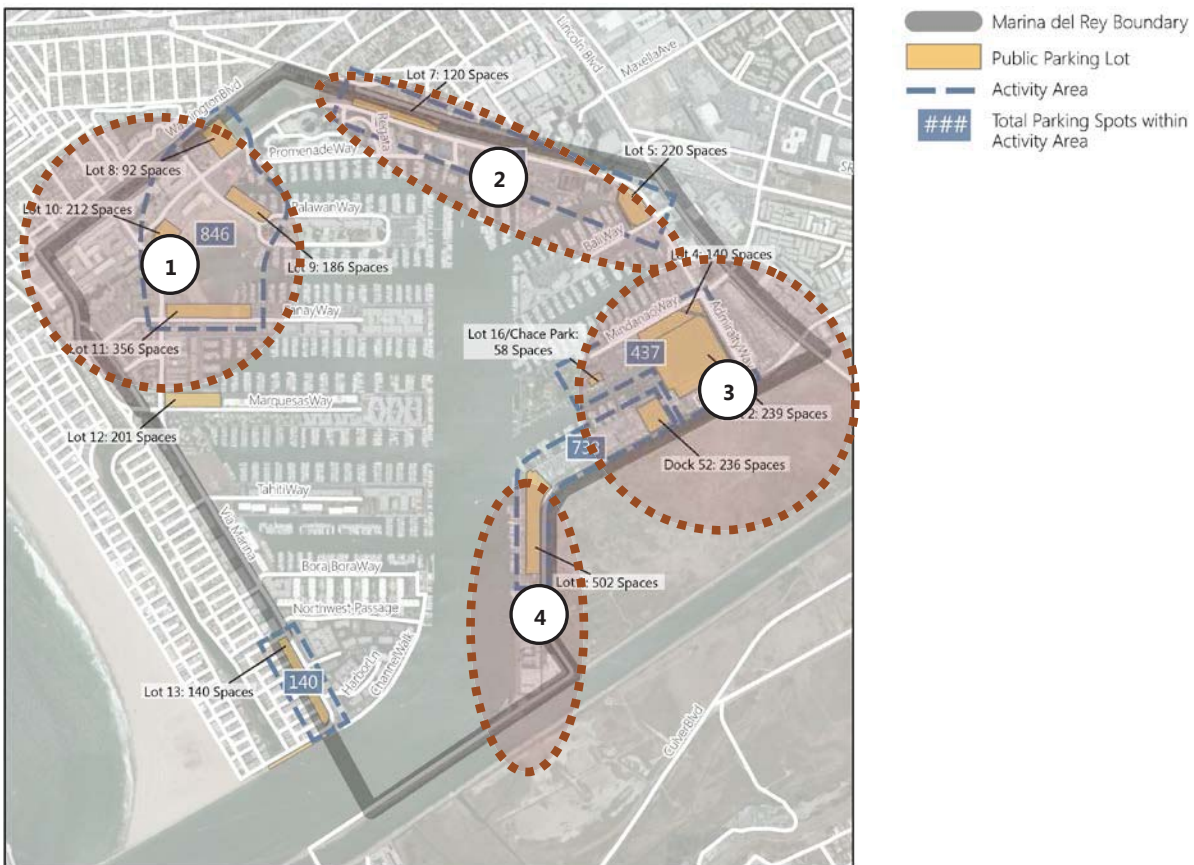
To ensure that needed parking is used as efficiently as possible, we recommend adopting a district-based Park Once strategy for the Marina, which emphasizes operating as many parking spaces as possible in a common pool of shared, publicly-available spaces. Figure 22 illustrates our recommended locations for Park Once districts. They include the Marina Beach Area (District 1), the “Restaurant Row” area along Admiralty Way on the north side of the Marina (District 2), the Chace Park / Waterside Shopping Center area (District 3), and the Fisherman’s Village area (District 4). These districts were selected because they





represent the primary destination areas within Marina del Rey that have a substantial amount of visitor-serving uses.

**Figure 22 – Recommended Park Once Districts**



These districts have several public parking lots, but they also have a substantial number of parking spaces in private off-street parking lots and structures. Many of these private parking facilities are dedicated to specific user groups (such as tenants of office buildings, etc.), and are frequently unavailable to the general public and, as a result, are often underused. This off-street supply represents a substantial amount of already-constructed parking which, if made available to the public, could support additional uses in the Marina as well as the repurposing of existing underutilized parking lots for Mobility Hubs and higher-value visitor-serving uses.

In the near term, we recommend working with existing lessees to determine if they are interested in opening their parking facilities to public parking. Over time, as parcels are reused or redeveloped and as leases come up for renewal, there is the opportunity to bring many of these parking supplies into the pool of shared, available-to-the-public parking.



Over time, parking facilities in these districts could be consolidated into one or more centralized parking facilities (such as above-grade parking structures) co-located with Mobility Hubs, to allow for the repurposing of some of the existing surface lots. These consolidated Park Once facilities would seamlessly link into all of the Marina's mobility networks with the Mobility Hubs to encourage people to park once and use other modes to get around the Marina.

To preserve the potential for consolidated Park Once facilities in each of these districts, planning for a location for additional parking supply, most likely in the form of an above-grade structure, should be considered. These potential sites could include one existing public surface parking lot in each district. However, constructing additional parking supply should only be pursued when all feasible opportunities for efficiently sharing existing parking resources (including both public and private supply) have been implemented, and once all cost-effective opportunities for utilization of transit, bicycle, and pedestrian modes have been implemented. To ensure that this can be provided when needed, the Marina should reserve well-located sites for potential future parking structures, institute a regular program for monitoring parking supply and demand, and ensure that parking fees are adequate to fund the construction of future parking structures when needed.

#### Parking Wayfinding

Clear wayfinding is a critical component of a successful Park Once district, especially if a district's parking needs are accommodated in a variety of parking facilities (both public and private). Good parking signs on the street, whether static (i.e., traditional street signs) or dynamic (i.e., electronic signs that point users to currently-available parking supplies) are an important measure for making a public parking supply work effectively. Ideally, good signage should be supplemented by making real-time parking supply and availability information on each public parking facility available online, where it can be accessed via a variety of devices, including desktop and laptop computers, tablet devices, smart phones, and in-vehicle navigation systems. San Francisco's SFpark.org website and smart phone applications, and Downtown Santa Monica's online real-time parking availability website both provide good examples of this approach.

#### ***Transit***

Transit service, including both ground bus transit as well as the WaterBus, is critical to the success of a Park Once approach to ensure that people have mobility options within the Marina with stops conveniently located adjacent to parking facilities and frequent service that can efficiently take them to multiple destinations in the Marina.

#### Ground Transit

The Marina Beach Shuttle operates during the peak summer season on Fridays, Saturdays, Sundays and holidays. This service could allow the public to park in virtually any parking lot in the Marina and then visit key attractions via transit. However, the current service frequency limits this option, as few visitors could wait up to 30 minutes for a Beach Shuttle to arrive at their stop in lieu of driving to their next destination. To provide shuttle service that would support a Park Once Marina del Rey, we recommend a service standard of 15-minute headways or better during peak days to be implemented in the long term as the park once system is implemented. This would provide more convenient and usable service for Marina visitors and residents, and would have the secondary benefit of making existing, underutilized



parking supplies more convenient to access. To reduce the cost impacts of increasing service frequency, we recommend running some of the Beach Shuttle routes in the Marina only, rather than routing all shuttles to Playa Vista and Playa del Rey, unless ridership demand in those areas is sufficient to warrant the 15-minute service frequency.

Beach Shuttle stops should be located at Mobility Hubs and other key destinations, with higher level stop amenities, such as shelters, benches, and lighting.

While Los Angeles County does not fund or operate the other ground transit services that serve the Marina, ideally public transit stops would be co-located with Beach Shuttle stops and Mobility Hubs, with the same level of bus stop amenities and wayfinding elements that are recommended for Beach Shuttle stops.

#### WaterBus

As with the Beach Shuttle service, The WaterBus operates during the peak summer season on weekends and holidays. In contrast with the Beach Shuttle, the WaterBus does not follow a set schedule. Nominally, there is a service route, but it also functions as a water taxi, with passengers requesting a specific destination from a dock attendant in advance of being picked up by the service. While this service is convenient once a passenger is on the WaterBus (because it will take them to the stop of their choosing), the lack of a scheduled service makes connecting with ground transit difficult. For that reason, we recommend implementing a scheduled WaterBus service with defined routing and stop locations co-located with Mobility Hubs.

Figure 23 illustrates the existing WaterBus route in black (which is nominally followed since the service operates primarily as a water taxi), a proposed route in pink that corresponds with our recommended Mobility Hub locations, and potential additional route spurs to serve locations with potential future redevelopment. We also recommend using the WaterBus as a “bridge” across the Marina channel to improve pedestrian and bicycle connections for people wanting to travel south to Playa del Rey and Dockweiler Beach. Aside from the stop location at Marina Beach and the potential spurs to serve potential redevelopment sites, we recommend that the WaterBus primarily operate at the end of the moles to facilitate shorter travel time. To further improve the convenience of WaterBus service with this route option, we recommend implementing both a clockwise and counterclockwise service that would operate simultaneously so passengers don’t need to backtrack through a full run to get to their destination if it happens to be a couple of stops behind the current stop that they use to board the service.



**Figure 23 – WaterBus Route Option 1**

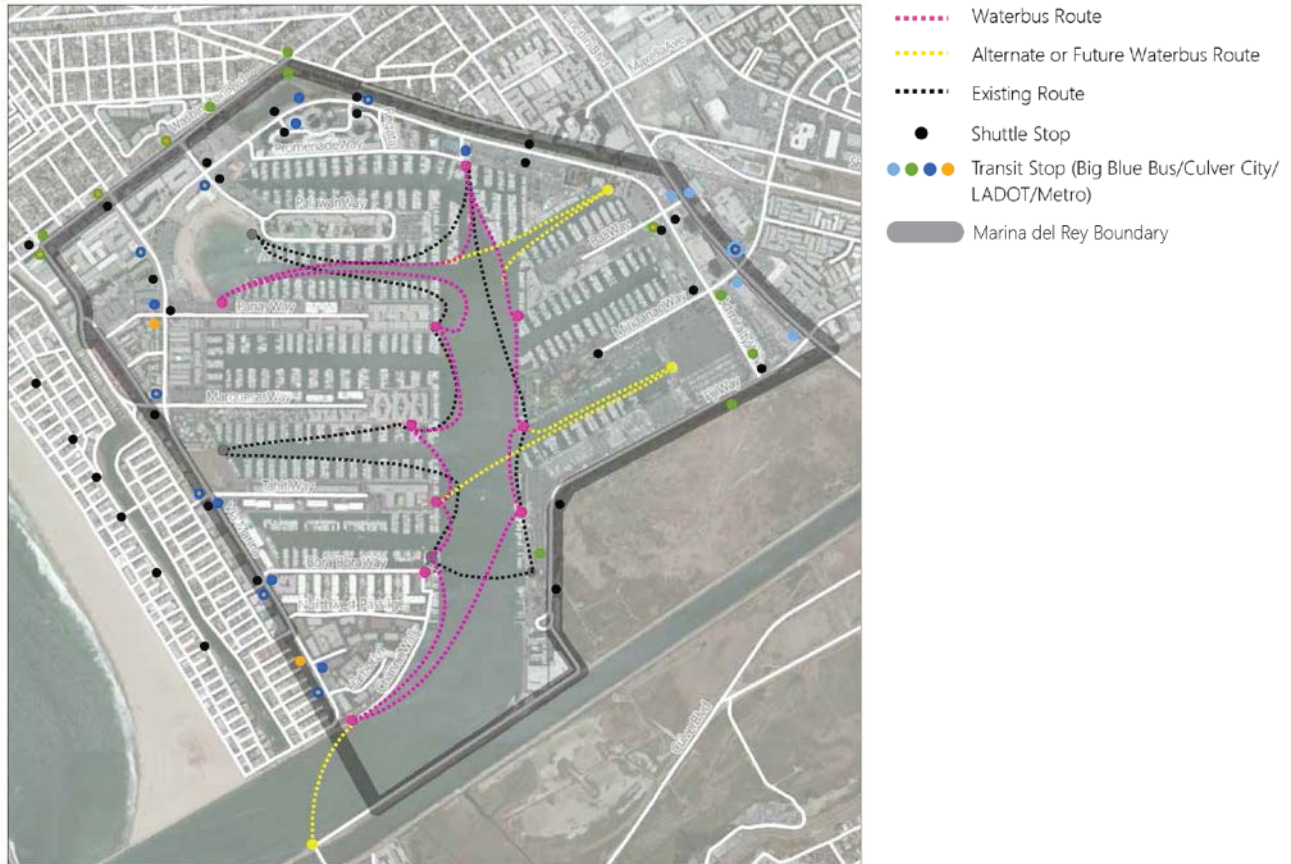


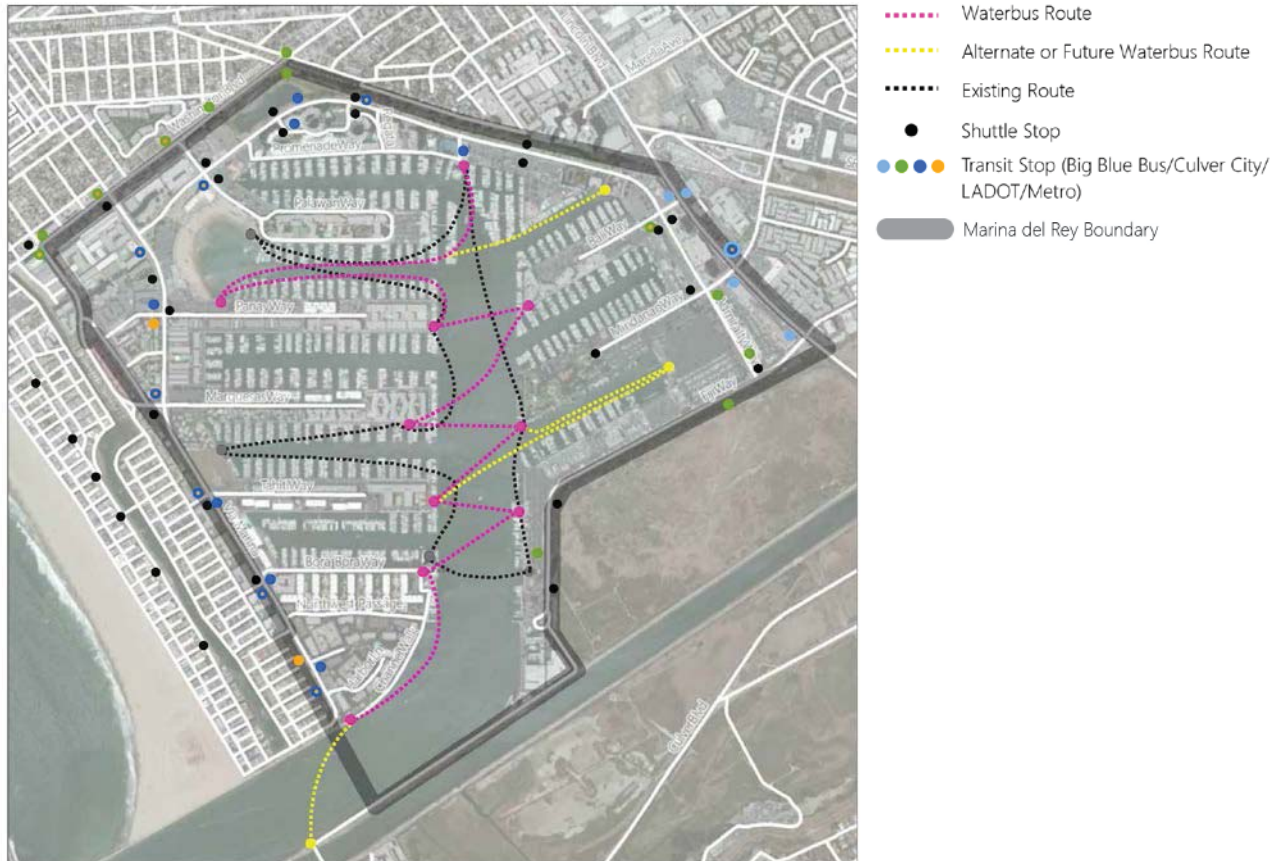
Figure 24 provides an alternative route option. Because the primary barrier to east-west travel in Marina del Rey is the channel itself, this route option zigzags across the channel to link the east and the west side more directly. This route is 13 percent shorter than the existing WaterBus route, so could operate more efficiently. With the additional spurs, the route would be 20 percent longer than existing.

Over time, as demand for the WaterBus service increases, we recommend improving service frequency eventually to reach 15-minute frequencies during peak weekend periods. Regardless of service frequency, schedules should be coordinated with the Beach Shuttle to provide opportunities for easy transfer.

Existing WaterBus stops have limited signage, so are difficult to find for visitors and residents who have not previously used the system. We recommend implementing signage and branding elements on the docks themselves, as well as pedestrian wayfinding signage from key destinations to WaterBus stops to improve the usability and efficiency of the service.



**Figure 24 – WaterBus Route Option 2**



Ideally, on-demand water taxi service could continue as a supplement to the regular routing and schedule of the WaterBus. To improve the usability of the water taxi service as a near-term measure, we recommend allowing passengers to reserve their trip over the phone, or using a smart phone app, so that a passenger does not need to walk down to a dock and find a dock attendant to know when their water taxi is going to arrive.

## ***Pedestrian***

### Crossing Spacing and Treatments

As described, one of the key challenges of pedestrian mobility in Marina del Rey is the long spacing between signalized crossings of Via Marina and Admiralty Way. Because those two roads form the primary spine that circumnavigates the Marina, aside from uses accessed along the promenade, the likelihood is high that pedestrians will need to cross one of those streets. We recommend increasing the number of signalized crossings, via the introduction of new traffic signals located at frequently-used (but currently unsignalized) driveways, and/or pedestrian-only signals. On the southern end of Via Marina, we recommend implementing crossings with pedestrian-actuated rectangular rapid flashing beacons (RRFBs)



and high-visibility crosswalk striping, similar to the design concept illustrated in Figure 25. Figure 25 also provides a photograph of a pedestrian signal that could be implemented at additional crossings on Admiralty Way. However, we recommend implementing high-visibility crosswalk striping in addition to this treatment.

The implementation of new crossings should be evaluated as development and changes in circulation patterns occur in the Marina. New midblock pedestrian crossings on Admiralty Way and Via Marina should be based on the County's criteria, which includes the number of pedestrians crossing and the adjacent land uses that generate the pedestrian demand.

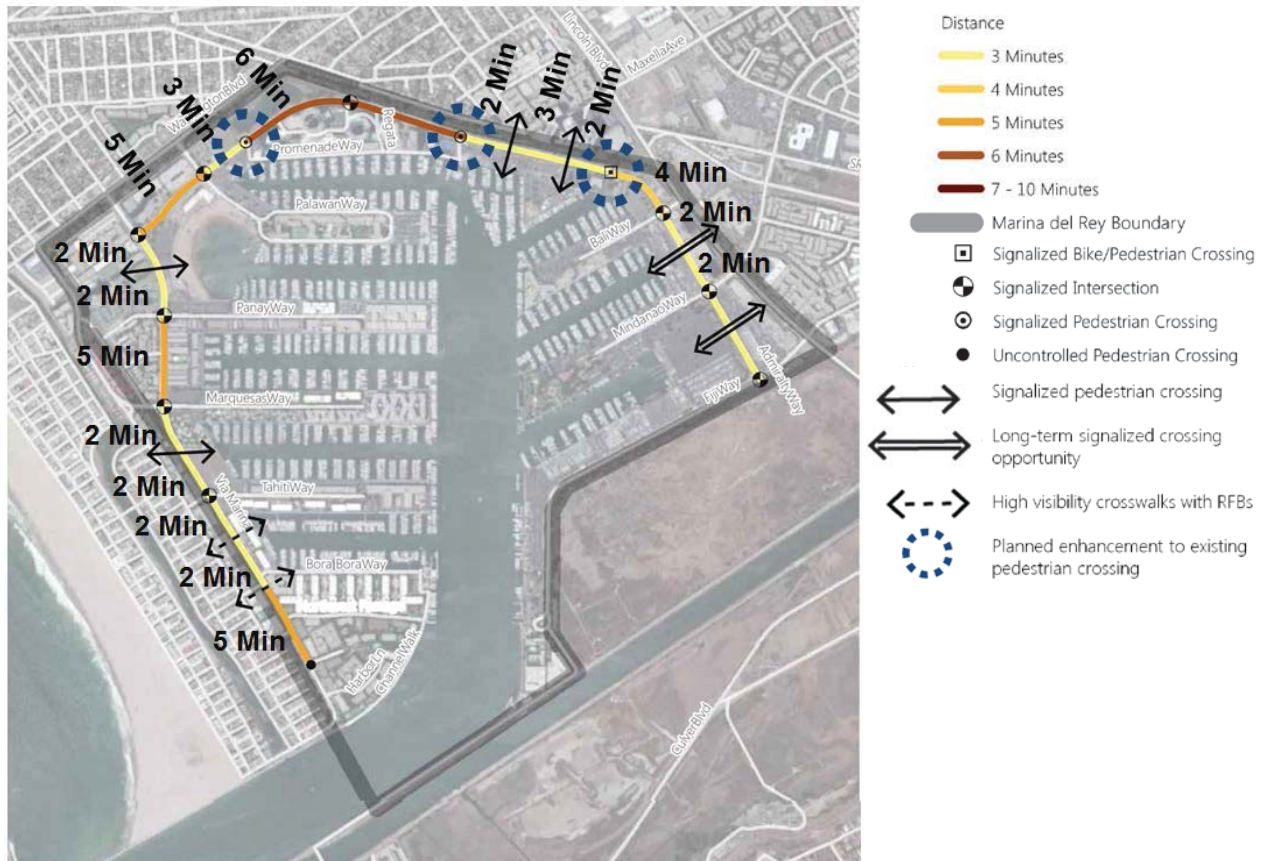
**Figure 25 – Recommended Pedestrian Crossing Treatment Examples**





Figure 26 illustrates recommended locations for additional enhanced pedestrian crossings, and the walk times between those crossings, which represent a substantial reduction in walk time between crossings compared with the existing times illustrated in Figure 7 above.

**Figure 26 – Recommended Locations for Additional Protected Pedestrian Crossings**

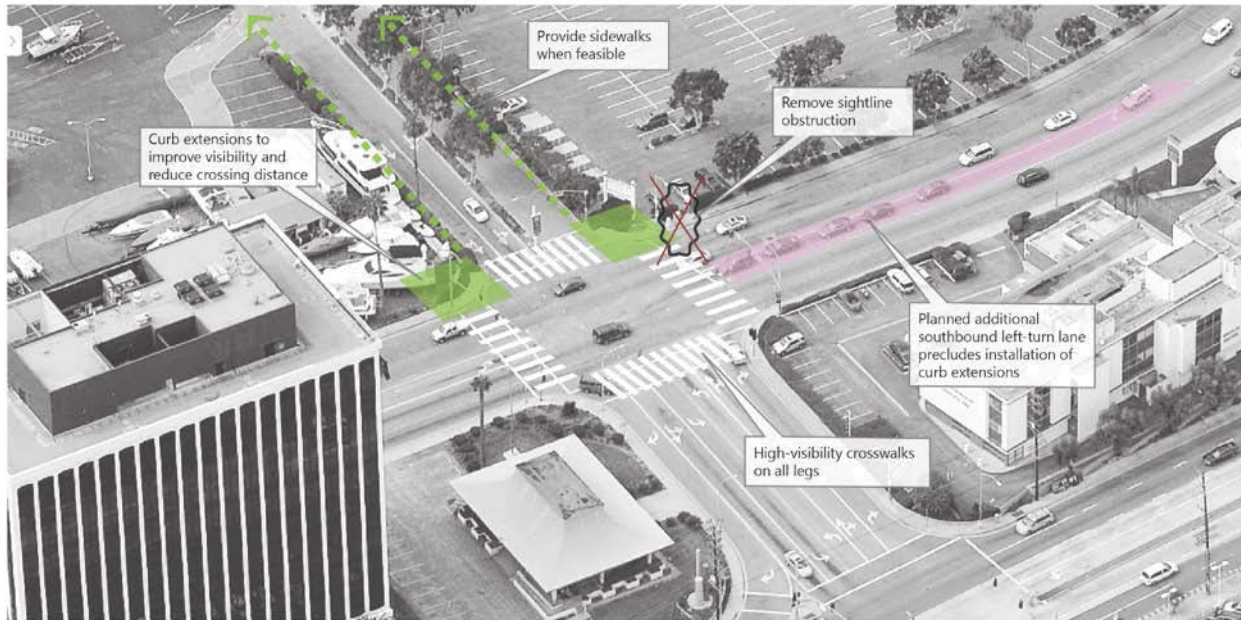


Enhancements to Existing Crossings

Beyond more frequent crossings, existing crossings in Marina del Rey could be enhanced to improve pedestrian safety and comfort. Potential enhancements to existing intersection crossings include reducing crossing distances by constructing curb extensions, narrowing travel and turn lanes to a maximum of 10 feet to 12 feet to facilitate curb extensions and/or sidewalk widening, removal of line-of-sight and other obstructions in sidewalks, especially at the approach to intersections, and the installation of high-visibility crosswalks on all legs of signalized intersections. Figure 27 illustrates these potential enhancements for the existing crossings at the intersection of Admiralty Way and Bali Way.



**Figure 27 – Pedestrian Enhancements for Existing Crossings at Admiralty Way & Bali Way**



### Sidewalk Improvements

The sidewalks in Marina del Rey are generally very narrow, and are further impacted by barriers such as utility boxes, lighting standards, traffic signal poles, etc. We anticipate that Gruen Associates will be preparing street design standards and cross-sections for the roadways in Marina del Rey that will detail specific recommendations for street trees, street furnishings, etc. However, at a minimum, we recommend that Los Angeles County's minimum sidewalk standard of 8 feet be implemented throughout the Marina. Preferably, all sidewalks in the Marina would be a minimum of 10 feet wide. With parcel redevelopment, we recommend that this sidewalk minimum be required on all the perimeters streets adjacent to the redevelopment.

### Mole Roads

The existing mole roads on the west side of the Marina provide a unique challenge for pedestrian mobility. Because the developments on the moles provide some level of waterfront promenade, the developments on Panay Way, Marquesas Way, and Tahiti Way generally do not provide sidewalks, so any pedestrians entering the developments from these mole roads must walk in the street. There is sufficient roadway width to provide dedicated pedestrian space and one vehicular travel lane in each direction on these roads; however, the Fire Department typically requires a 20-foot-wide clear zone so that vehicles can pass in an emergency, and installing a sidewalk on the mole roads would drop the clear zone below that minimum width. Mole roads, therefore, must remain a shared space. However, to differentiate the pedestrian space to improve safety and pedestrian comfort, we recommend implementing paving treatments in combination with striping treatments, as illustrated in Figure 28, to differentiate the pedestrian space from the shared vehicle/bicycle space.





**Figure 28 – Mole Road Shared Space Pedestrian Enhancement**



The differentiated paving in the pedestrian space could be partially raised with a rolled curb that could be mounted by fire trucks for a further enhancement.

#### Waterfront Promenade

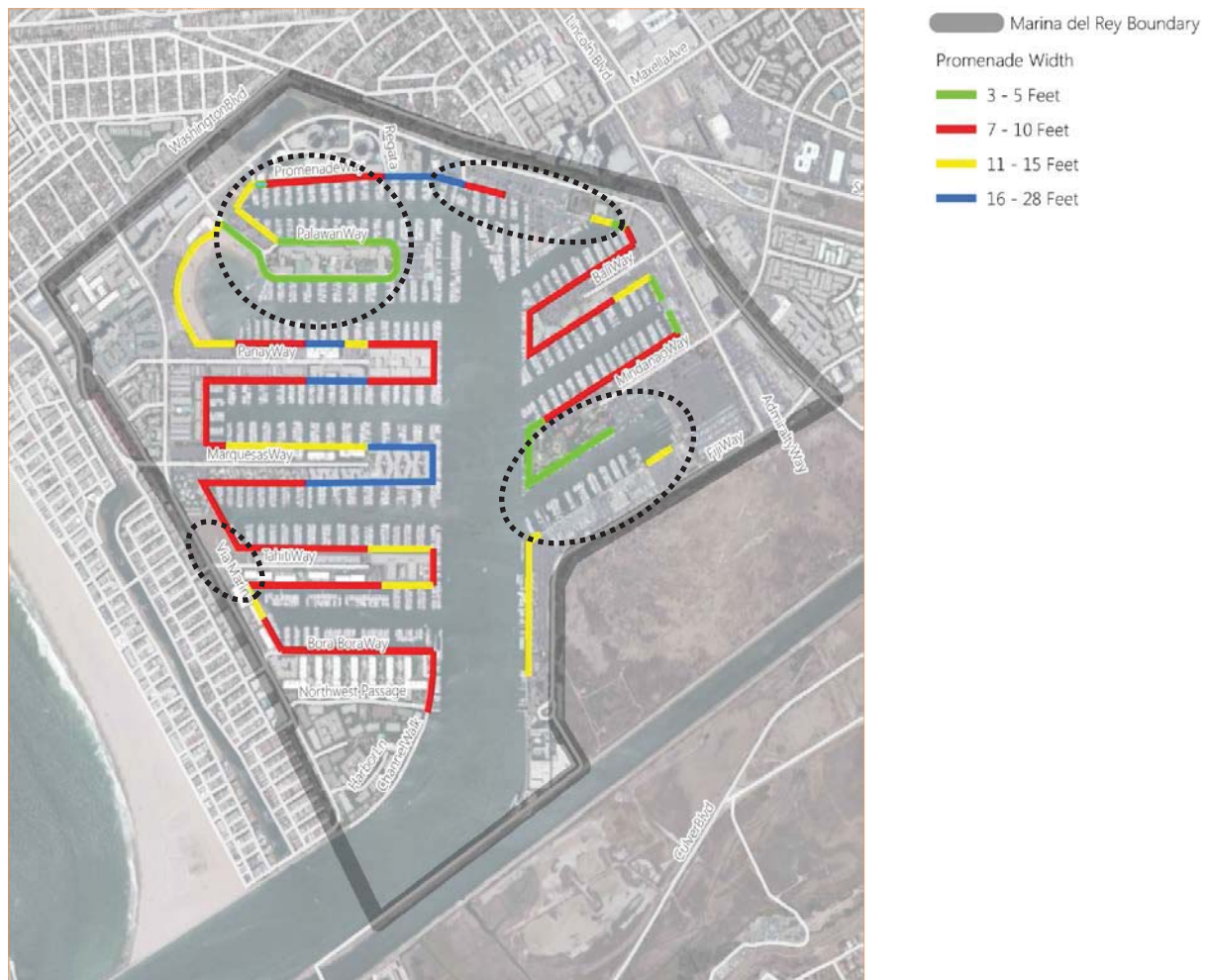
The waterfront promenade is an important component of the pedestrian mobility network, and in locations where it is wider, can also serve bicycle mobility as well through the Marina. Conditions along the promenade vary widely, with several gaps in the network. Additionally, 65 percent of the promenade is 10 feet wide or less, making it narrow to serve as a multi-use path for both pedestrians and bicyclists, and in some of the narrowest sections, difficult to use even as a pedestrian. We recommend focusing on gap closure, and the portions of the promenade that are 10 feet wide or less to evaluate the feasibility of widening these sections of the promenade with redevelopment or other means. In addition to the sections of the promenade that are illustrated in green and red (10 feet wide or less), Figure 29 indicates key focus areas for gap closure and promenade widening to serve major Marina destinations. The promenade section from Marina Beach to the library is an especially important section to upgrade, because as described below, designing it as a multi-use promenade to serve both pedestrians and cyclists is likely to be the most feasible option to provide a bike linkage from the east side of the Marina to the west. Given space constraints, and the engineering and potential approval challenges of a cantilevered multi-use promenade along this constrained section, achieving the desired cross-section for the multi-use path may require the redevelopment of some of the parcels along the north side of Marina del Rey.

To safely allow for use of the promenade by both cyclists and pedestrians, we recommend that design standards be implemented. Any sections of the promenade that will be shared by both cyclists and



pedestrians should provide a minimum of 14 to 18 feet clear of benches, landscaping, and other furnishings. In shared spaces, the promenade should be treated with textured paving to help convey to cyclists that it is a shared space to be used by pedestrians and cyclists alike. In sections of the promenade that provide 20 feet or more clear space, a separate two-way striped bike path should be considered, minimum 10 feet wide, with a striped center line and striped edge-lines. The striped bike path portion should have at a minimum a 4-foot setback from any developments with access to the promenade. Figure 30 illustrates these recommendations.

**Figure 29 – Pedestrian Promenade Recommended Focus Areas**





**Figure 30 – Recommended Waterfront Promenade Treatments**





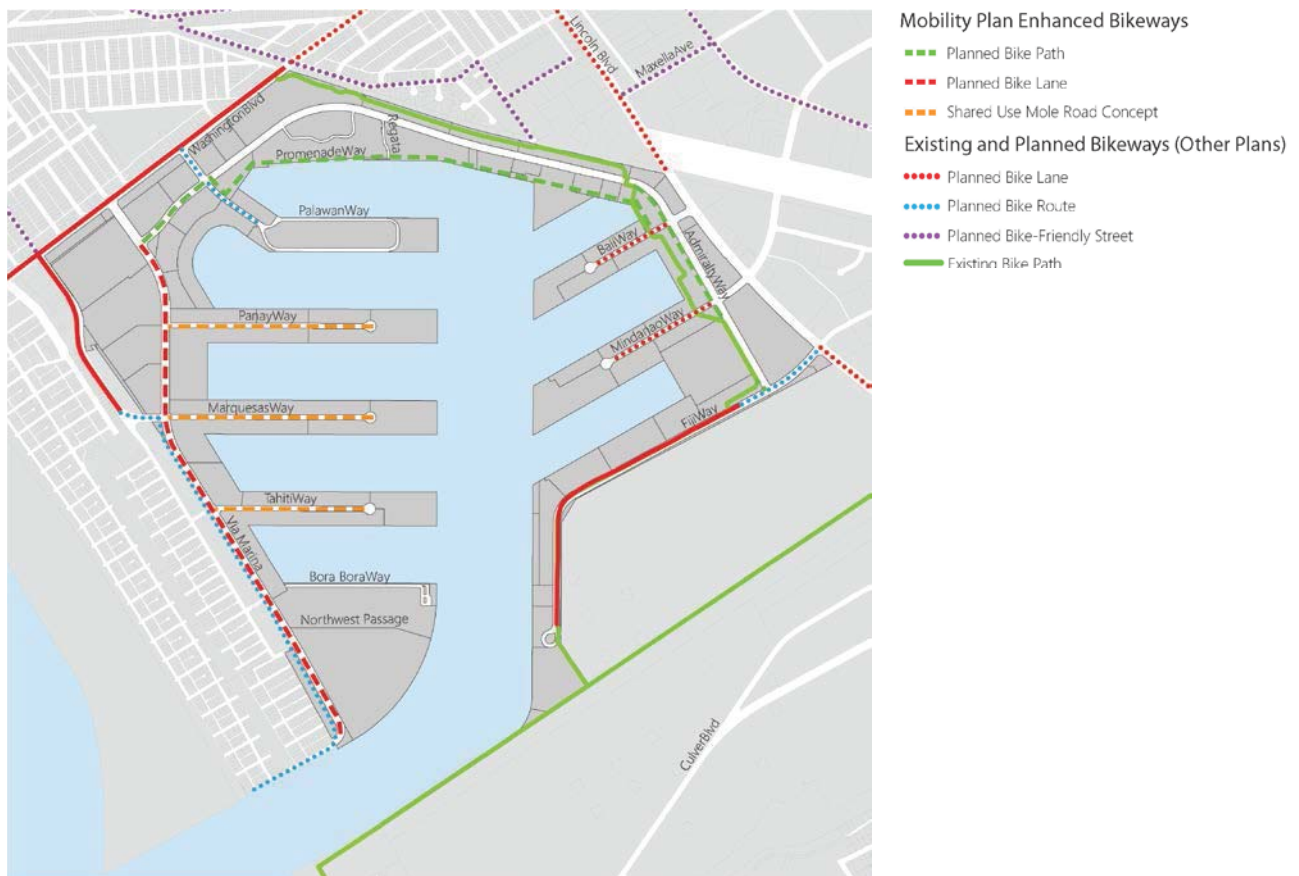
## Bicycle

Based on the gaps in the bicycle network identified above, and the locations where bicycles conflict with other modes, we recommend carrying forward the proposed bicycle facilities in Los Angeles County’s *Bicycle Master Plan*, with the additional enhancements described below.

Figure 31 illustrates the existing and recommended bicycle network, inclusive of planned bicycle facilities, and the proposed enhancements (lines with longer dashes) we recommend to be implemented in the context of the Mobility Plan. The network includes bike lanes on Via Marina, bike-friendly streets on several of the western mole roads, a multi-use promenade to provide bike and pedestrian connections from the west to the east side of the Marina, improvements to the Marvin Braude bike path on the east side of the Marina, and bike lanes on the eastern mole roads. The recommended network would provide bicycle facilities to link all key destinations in the Marina, serve both water and landside transit service, and link to Mobility Hubs.

As part of LADOT’s *Westside Mobility Plan*, the widening of the Ballona Creek Bridge on Lincoln Boulevard is proposed to accommodate potential future bus rapid transit or light rail service, as well as a cycle track and sidewalks. Cyclists from the Marina could safely bike to Playa Vista via Fiji Way, and connect with the existing bike lanes on Lincoln Boulevard in the City of Los Angeles.

**Figure 31 – Recommended Bicycle Network**





### Recommended Bicycle Network Enhancements

Figure 32 provides a detailed aerial map of recommended bicycle network enhancements on the east side of the Marina, and illustrates the locations where we have proposed bicycle enhancement design recommendations.

**Figure 32 – East Marina Bicycle Enhancements Aerial Map**



Figures 33 through 38 provide a series of design recommendations and options to enhance bicycle facilities on the east side of the Marina<sup>1</sup>.

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<sup>1</sup> Please note that the bicycle improvement concepts presented in this report are for illustrative purposes only. Prior to implementation, detailed design drawings prepared by a registered engineer should be developed, reviewed and approved by the County.



Figure 33 illustrates design recommendations to improve the bike facilities on Fiji Way and provide for an enhanced transition from the Fiji Way buffered bike lane to the Marvin Braude Bike Path.

**Figure 33 – Recommended Fiji Way Bicycle Enhancements**

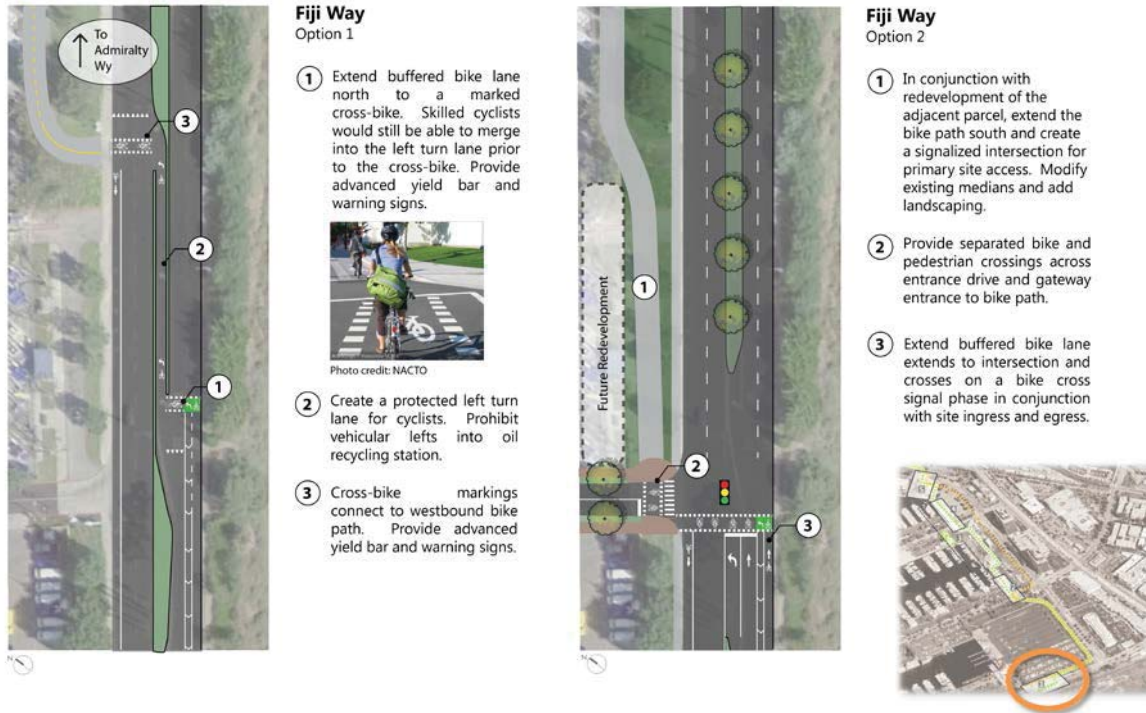




Figure 34 illustrates design options to improve the bike path's crossing of Mindanao Way. It should be noted that the proposed redevelopment of Parcel 44 may influence and/or preclude some of the design recommendations below. Since we developed these recommendations before the Parcel 44 site plan was released and since Parcel 44 is not yet an approved project, the improvement options below are still presented as part of the Mobility Plan. The improvement options can be modified to reflect the travel characteristics of Parcel 44 with new development, as needed.

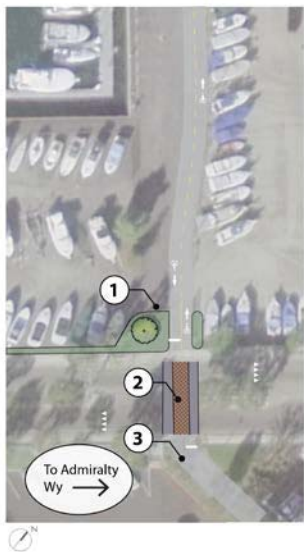
**Figure 34 – Mindanao Way Bicycle Crossing Enhancement Options**



**Mindanao Way Crossing**

Option 1

- ① Provide marked cross-bike at existing crossing. Place stop bar on bike path and add advanced yield bars and update pavement markings and warning signs on Mindanao Way.
- ② Consider making drive aisle one way.



**Mindanao Way Crossing**

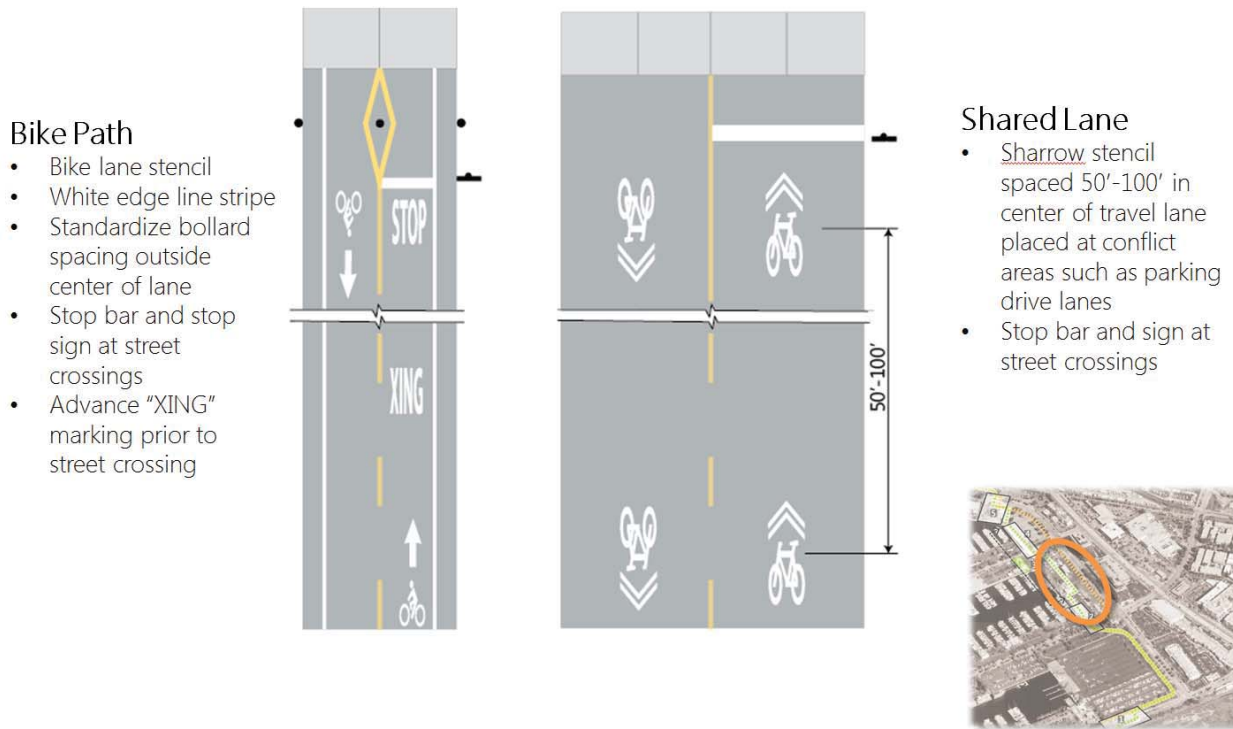
Option 2

- ① Close drive aisle to create an exclusive bicycle access crossing. Reconfigure parking circulation and make drive aisle adjacent to bike path one way.
- ② Install a raised crosswalk with advanced yield bars and updated pavement markings and warning signs on Mindanao Way.
- ③ Realign path to allow for straight crossing.



Figure 35 illustrates two near-term striping treatment options for the Marvin Braude Bike Path as it travels through Parcel 44. This section of the bike path actually functions as a shared lane bike route because the path runs through the drive aisle of the parking lot vehicles use to circulate into and through the parking lot.

**Figure 35 – Parcel 44 Bicycle Enhancements.**



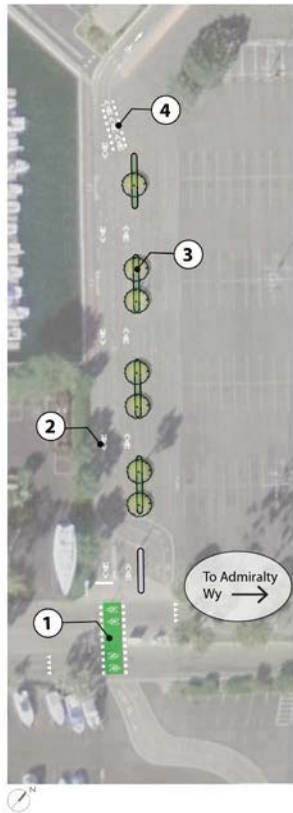
In the long term, we recommend preserving right-of-way to facilitate slower bicycle travel along a multi-use waterfront promenade, and a dedicated bicycle side path adjacent to Admiralty Way. These could be accomplished by providing a bicycle path immediately adjacent to Admiralty Way and designating a portion of the promenade path for bicyclists with textured pavement along with striping and signing treatments. The Admiralty Way path would connect the existing bicycle crossing on Admiralty (at the Library) to the path that currently runs along Admiralty Way between Mindanao Way and Fiji Way. This parallel path would help to decrease the number of bicyclists utilizing the promenade path, which could be desirable as pedestrian activity increases with redevelopment. The currently-proposed redevelopment project on Parcel 44 does not provide adequate right-of-way between Admiralty Way and the parking lot to provide this parallel path. In addition, the project driveway on Admiralty Way is not conducive to a bicycle crossing. Therefore, if the Parcel 44 site plan remains as proposed, the Admiralty Way bicycle path would no longer be an option to accommodate future bicycle circulation in the Marina. The promenade path would need to serve all bicyclists traveling through the Marina.





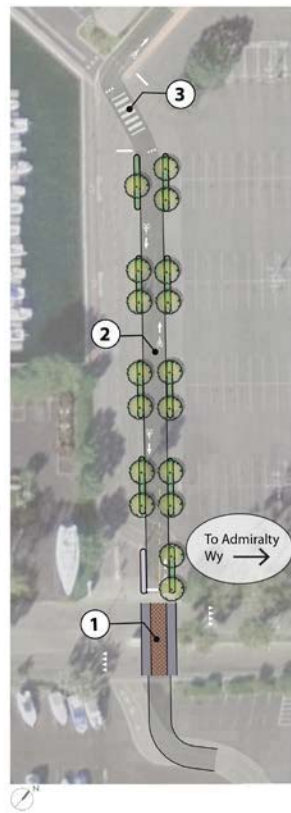
Figure 36 illustrates design recommendations for the bike crossing of Bali Way, and the treatment of the bike path through the parking lot of Parcel UR. As with Parcel 44, the bike path operates as a shared lane route in this section.

**Figure 36 – Bali Way Crossing and Parcel UR Bicycle Enhancements**



**Bali Way Crossing**  
Option 1

- ① Provide marked cross-bike at existing crossing. Remove the one way traffic spikes and consider relocating utilities in median to allow for better sight-lines. Place stop bar on bike path/travel lane and add advanced yield bars and update pavement markings and warning signs on Bali Way.
- ② Place sharrow markings in center of travel lane.
- ③ Plant shade trees in existing parking lot end caps.
- ④ Provide sharrow crossing markings to improve wayfinding and provide increased visibility in this conflict area.



**Bali Way Crossing**  
Option 2

- ① Provide for an exclusive bike crossing on a raised crosswalk east of existing driveway. Realign path and relocate utilities in median.
- ② Realign bike path by converting two parking spaces per row (14 spaces total) to create a protected path with landscape buffer.
- ③ Stripe bike path crossing. Place yield lines on bike path and stop bars in the drive aisles and provide advance warning signs for all modes.

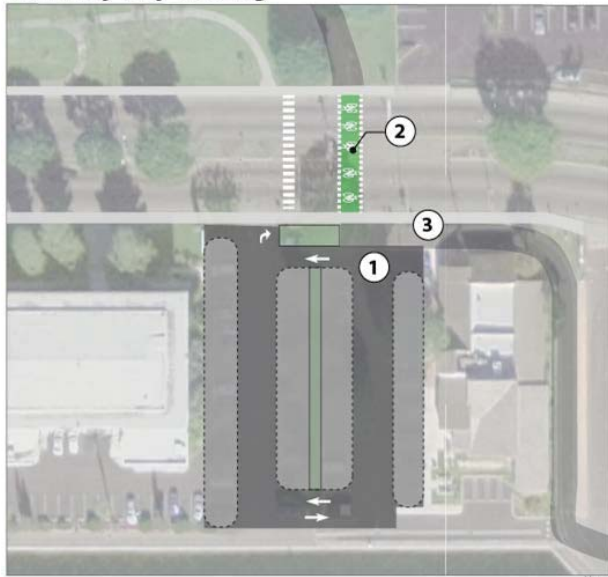




Figure 37 illustrates design recommendations for the bike crossing of Admiralty Way between Yvonne B. Burke Park and the library, as well as treatments for the library parking lot to minimize conflicts between bikes on the path and motorists using the parking lot.

**Figure 37 – Admiralty Way Crossing Bicycle Enhancements**

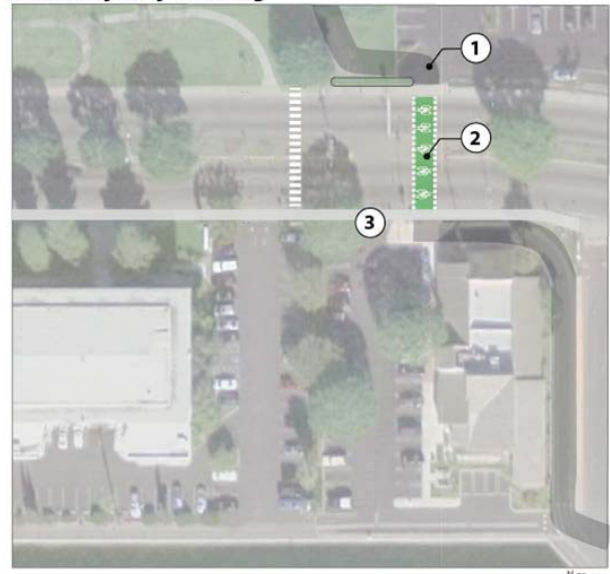
**Admiralty Way Crossing**



Option 1

- ① Consolidate ingress/egress of adjacent parking lots in order to remove bike and vehicle conflicts at the bicycle crossing.
- ② Stripe high-visibility crosswalk and provide separated marked cross-bike. Maintain existing bike/pedestrian crossing signal.
- ③ Improve wayfinding for bicycles and pedestrians through signs, pavement materials and pavement markings.

**Admiralty Way Crossing**



Option 2

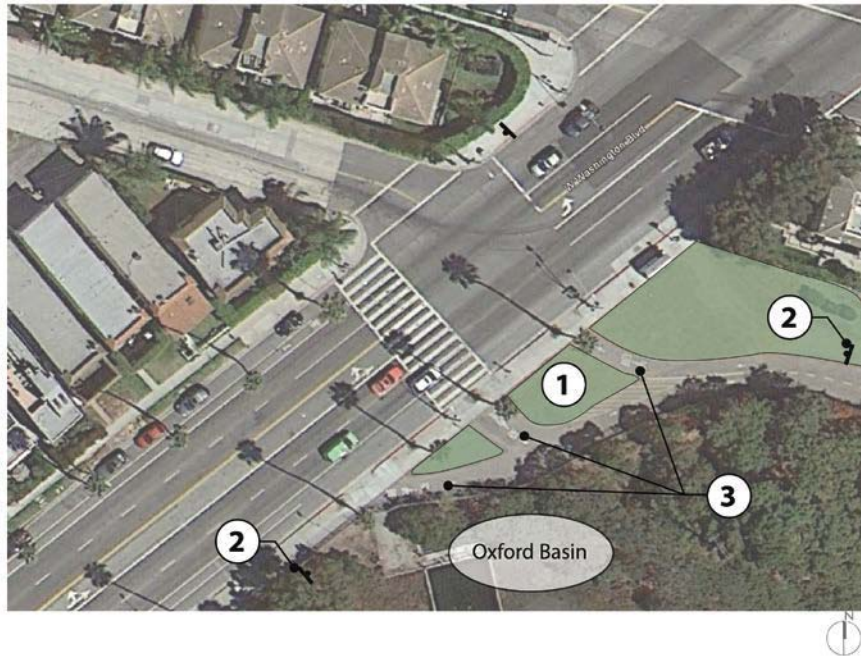
- ① Realign bike path to use adjacent medical facility parking drive (currently fenced off). Option does not remove any existing private parking spaces. Consider relocating signal boxes in front of library to minimize obstructions adjacent to the bike path.
- ② Stripe high-visibility crosswalk and provide marked cross-bike. Relocate existing bike/pedestrian crossing signal push button.
- ③ Improve wayfinding for bicycles and pedestrians through signs, pavement materials and pavement markings.





Figure 38 illustrates design recommendations to improve the wayfinding and visibility of the gateway to the Marvin Braude Bike Path where it meets Washington Boulevard.

**Figure 38 – Washington Boulevard Gateway Enhancements**

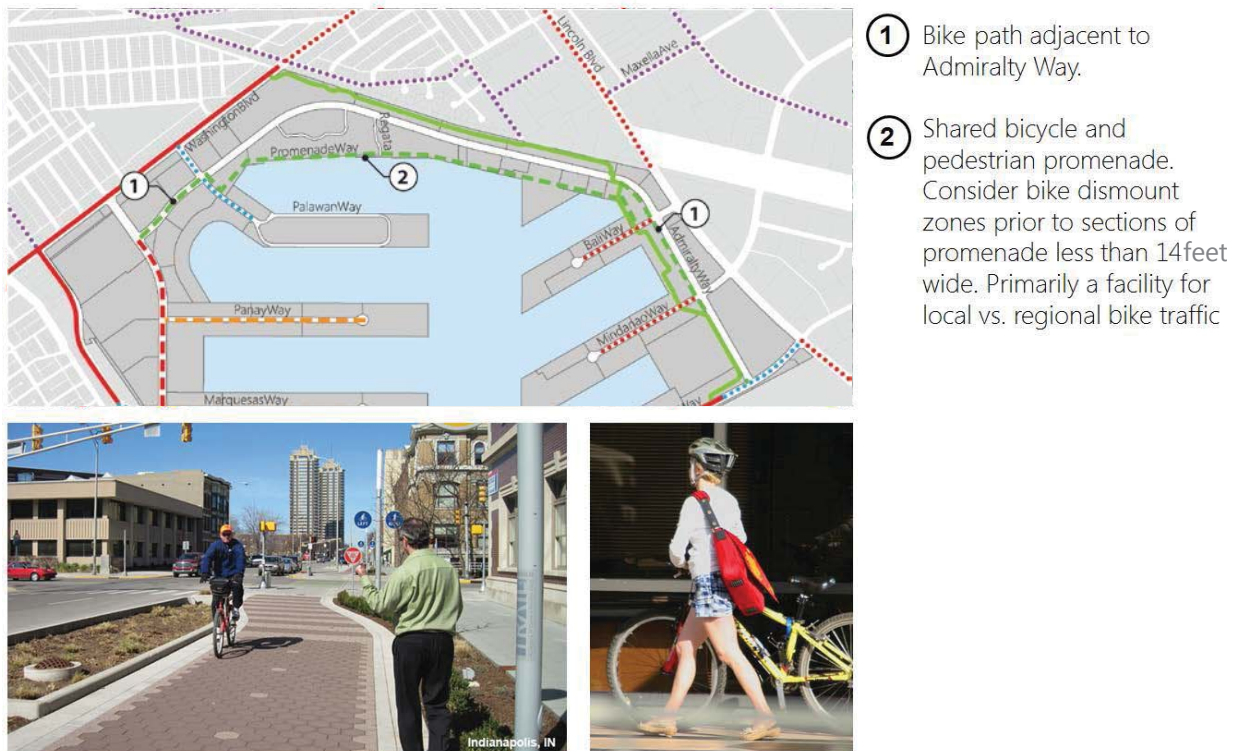


- ① Create a gateway parklet by installing a gateway entrance feature, trail amenities and landscaping. Trail parklet could incorporate amenities such as benches, lighting, drinking fountain, and outdoor fitness equipment.
- ② Clarify pavement markings on path to reinforce wayfinding and use patterns. Markings should reflect multi-use path through this section.
- ③ Provide advanced wayfinding signs prior to intersection to help cyclists position themselves at the crossing.



Figure 39 illustrates two potential concepts to create a bike link from the on-street bike lanes we recommend for Via Marina, to the Marvin Braude Bike Path on the east side of the Marina. Because implementing bike lanes on Admiralty Way would require the removal of a travel lane or median, we do not consider it feasible given the traffic volumes on that portion of the roadway. Thus, we recommend accommodating the bike connection via a multi-use promenade shared by both cyclists and pedestrians. Over time, as parcels redevelop, we recommend implementing a bicycle side path adjacent to Admiralty Way to accommodate this connection.

**Figure 39 - East-West Bicycle Connection Recommendations**



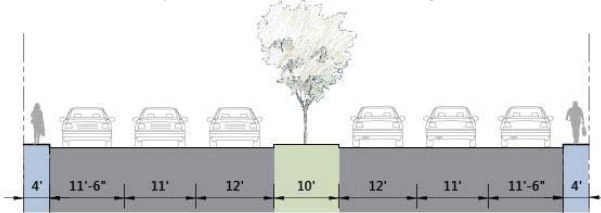
On Via Marina, we recommend implementing on-street bike lanes, given that traffic volumes are lower than on Admiralty Way, as illustrated in Figures 16 and 17. South of Marquesas Way, Via Marina provides two vehicle travel lanes in each direction. East of Via Marina, Admiralty Way provides two vehicle travel lanes in each direction, and yet north of Marquesas Way, Via Marina provides three vehicle travel lanes in each direction. Because traffic volumes can be accommodated with two lanes in each direction in this section, we recommend eliminating one vehicle travel lane in each direction to provide for a consistent cross-section for the full length of Via Marina. This roadway striping change provides the opportunity to implement a buffered bike lane, or as an alternative, a standard bike lane and a wider sidewalk, as illustrated in Figure 40. South of Marquesas Way, we recommend implementing bike lanes, which can be accommodated in the existing roadway cross-section while maintaining two vehicle travel lanes in each direction. Given the roadway width south of Marquesas Way, a buffered bike lane can only be accommodated on the east side of the street. Alternatively (not illustrated), the sidewalk on the east side of the street could be widened, and the buffer for the bike lane could be reduced.



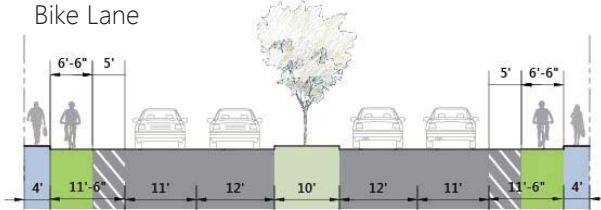
**Figure 40 - Via Marina Recommended Bicycle Enhancements**

Via Marina  
 North of Marquesas Way

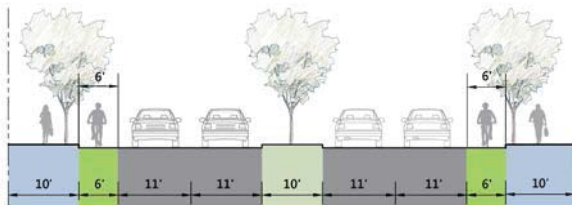
79' Roadway Curb to Curb – Existing



79' Roadway Curb to Curb – Buffered  
 Bike Lane

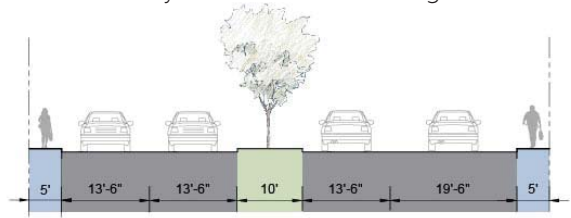


66' Roadway Curb to Curb – Wider Sidewalk & Bike  
 Lane

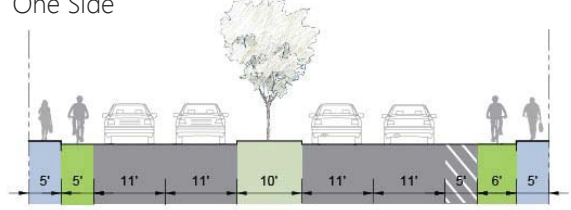


Via Marina  
 South of Marquesas Way

70' Roadway Curb to Curb – Existing



70' Roadway Curb to Curb – Buffered Bike Lane,  
 One Side



**Bicycle Parking**

As described, bike parking should be provided at all Mobility Hubs to meet bike parking demand. We recommend providing at a minimum one bike corral the size of one standard motor vehicle parking stall at each Mobility Hub, with room to increase the bike parking available to meet demand. At other visitor and commercial destinations and at residential developments in the Marina, we recommend providing bike parking in as many locations as possible.

The City of Los Angeles recently adopted a bicycle parking ordinance that requires minimum bike parking standards with new development. We recommend that similar bike parking standards be adopted for Marina del Rey to ensure that adequate bike parking is provided throughout the Marina for both visitors and residents.



The City’s ordinance includes minimum short-term and long-term bike parking space standards for a given unit of a designated land use. The ordinance defined short-term bike parking as bike racks that support the bike frame in two locations (racks that support the bike frame in only one location are not permissible). Long-term bike parking is defined as parking that is secured from the general public, and is enclosed on all sides to protect the bike from inclement weather. Examples include bike lockers, bike rooms, etc. The following table details the City’s required bike parking space minimums for select uses.

Use	Short-Term Bike Parking Space Minimums	Long-Term Bike Parking Space Minimums
Residential	1 per 10 DU	1 per DU
Hotel	1 per 20 guest rooms (minimum of 2 spaces)	1 per 20 guest rooms (minimum of 2 spaces)
Retail	1 per 2,000 SF (minimum 2 spaces)	1 per 2,000 SF (minimum 2 spaces)
Restaurants	1 per 2,000 SF (minimum 2 spaces)	1 per 2,000 SF (minimum 2 spaces)
Office	1 per 10,000 SF (minimum 2 spaces)	1 per 5,000 SF (minimum 2 spaces)

DU = dwelling unit

SF = square feet

**Vehicles**

Roadway Capacity

As described, some of the traffic congestion in the Marina is caused by peak period regional cut-through traffic as a bypass to congestion on Lincoln Boulevard and limited north-south roadway connectivity on the Westside. Increasing roadway capacity in the Marina and improving traffic flow may encourage additional cut-through traffic (unless traffic congestion on Lincoln Boulevard improves significantly in the future). Therefore, we do not recommend implementing additional roadway capacity enhancements, unless updated traffic monitoring indicates that they are necessary, because the short-term benefits could be outweighed by additional regional cut-through traffic.

The County has several traffic capacity projects planned to serve traffic from future projects in the development pipeline. We recommend that roadway capacity projects only be pursued if they are considered to be vital to the operations of the roadway network in the Marina and enhance the transportation network for all users of the system. Because conservative traffic forecasts from prior studies have not been realized in the Marina (traffic volumes have been substantially lower than forecast), we recommend monitoring traffic conditions and implementing projects as needed based on documented traffic volumes, rather than on future traffic forecasts. If the level of development that occurs does not meet the level expected in recent traffic studies, further roadway capacity enhancements may no longer be necessary.



### Vehicle Access

As described, vehicle access to many of the public parking facilities are confusing and poorly marked. Especially as the Marina moves to implement a Park Once system, clear wayfinding to parking access locations and well-marked driveways are important to facilitate direct vehicle access. Additionally, designing driveways at 90-degree angles to roadways, rather than designed as a loop or hook, minimize the impacts to sidewalks and pedestrian and bicycle circulation. We generally recommend that deceleration lanes and dedicated right-turn lanes into developments not be provided because of the impacts to pedestrian and bicycle networks, since Via Marina and Admiralty Way both have two lanes in each direction.

### Electric Vehicles

Neighborhood electric vehicles (NEVs) may be an attractive mobility option for residents of Marina del Rey. They are much more compact than traditional cars (but are larger than typical golf carts); they can travel at 25 miles per hour, and can cover up to about 30 miles before needing to be recharged. Charging stations that can serve NEVs or other electric vehicles should be considered for Mobility Hubs and other primary destinations in the Marina, such as the Waterside Shopping Center.



### **Boaters**

As described, we recommend that dinghy docks with clear water-side wayfinding signage be installed at Mobility Hubs, to the extent feasible, to provide opportunities for boaters to use small personal watercraft to travel in the Marina. In particular, dinghy docks should be installed adjacent to clusters of restaurants, shopping areas, and other visitor-serving uses so Marina residents can choose to use their own boats to travel across the Marina.

One of the challenges of boat launches is dealing with conflicts with pedestrians and bicyclists that may cross in front of the boat launch. If the boat launch remains in Parcel 49R or is shifted elsewhere in the Marina, the pedestrian and bicycle promenade should ideally be routed so it provides separation between the launch ramp and areas of pedestrian and bicycle activity, and boaters can have a clear and conflict-free path to the launch ramp.

Boaters have unique parking needs compared with other visitors to the Marina. They require larger parking stalls to accommodate trucks and vehicles with trailers. They need close proximity to slips or a direct pathway for carts to transport equipment from their vehicles to their boats. Some boaters may go on extended trips and require secured overnight parking for their vehicles. Access to shower facilities and



equipment wash areas is also important. For these reasons, we recommend providing boater parking in dedicated fully-reserved areas with key card access controls to ensure that parking facilities are used only by boaters. During certain special events, or in the evenings when fewer boaters are parked, the boater parking areas could be used for valet parking or other overflow parking needs as determined by the parking operators.

Small-craft boaters launch primarily from Marina Beach. Maintaining trailer and equipment drop-off access along Panay Way, with convenient day-use boater parking is critical for these boaters. Adding to the small-craft storage capacity in this location is also recommended.

## **PLAN IMPLEMENTATION**

The following details implementation recommendations for the mobility enhancements described above.

### ***Mobility Hubs***

1. Prepare a design for the Mobility Hub that is ideally modular in nature, such that the design can be easily implemented in other locations in the Marina, and can easily be expanded over time as demand dictates.
2. Construct Mobility Hubs in tandem with pedestrian, bicycle, transit, and wayfinding improvements. Consider funding Mobility Hub construction costs through developer fees, or as transportation mitigation measures when implemented with a development project.
3. Expand the number of Mobility Hubs in tandem with pedestrian, bicycle, transit, and wayfinding improvements in other locations in the Marina.
4. Reserve a location adjacent to Marina Beach for the Marina's first Mobility Hub, either as part of a near-term proposed redevelopment or in one of the existing surface lots.

### ***Park Once***

1. Designate several Park Once districts in the Marina where parking can be shared to serve the parking needs of the given district.
2. Conduct a comprehensive parking inventory and occupancy study of all existing parking spaces in Marina del Rey, including both public and private spaces. Understanding the extent and usage of all existing parking resources is a key first step. In order to efficiently and effectively manage parking operations, it is important to identify how many parking spaces exist overall, which spaces are over- or underutilized and when, and then identify which spaces could be more effectively used if properly shared.
3. When funding permits, implement continuous monitoring of parking occupancy in order to be able to track usage of the existing parking supply by hour of the day, day of the week, and season. Implementing regular monitoring also allows the County to assess the effectiveness of transportation demand management programs in reducing parking demand, and allows the tracking of trends to help determine if and when new parking may be needed in the future.





Initially, conducting regular manual counts (e.g., using current parking operations staff) may be sufficient. Eventually, parking occupancy could be tracked using sensors at lot entries and exits.

4. As existing leases come up for renewal and as reuse or redevelopment of existing parcels is considered, aim to bring both existing and any additional parking supply into the shared, available-to-the-public pool of parking. The primary exception to this policy may be residential parking. However, residential parking may have visitor parking spaces that can be shared or excess supply that can be shared, and such sharing should be encouraged if not required. (Partial sharing of a parking supply generally involves limiting access to a secure, gated parking facility to a limited group of regular users, such as residents, and a limited number of regular parkers, such as employees, who typically lease parking at a monthly rate.)
5. Consider charging higher parking rates for the most convenient, premium lots, and lower rates for less-convenient and currently-underused lots to help balance parking supply and demand throughout the system. This pricing principle does not need to be applicable to lots that directly service Marina Beach or other sensitive coastal areas, due to their importance in supporting coastal access.
6. Consider a variety of institutional approaches to creating shared parking, which may vary depending on the specifics of any particular lease renewal, parcel reuse or redevelopment project. A Park Once approach may be used whether a particular parking facility is publicly-owned and operated or privately-owned and operated. The important principle to strive for is to operate as many parking facilities as possible in a manner which results in the spaces being available to the public and operated as a part of a commonly-shared pool.
7. Plan for additional parking when needed. In the long-term, once all feasible opportunities for efficiently sharing existing parking resources have been implemented, and once all cost-effective opportunities for transportation demand management have been adopted, additional parking may be needed. To ensure that this can be provided, the Marina should reserve well-located sites for potential future parking structures, institute a regular program for monitoring parking supply and demand, and ensure that parking fees are adequate to fund the construction of future parking structures when needed.
8. Provide dedicated parking facilities for boaters given their unique needs. To minimize conflicts with other modes and ensure convenience for boaters, provide key-card access-controlled parking facilities to ensure that dedicated boater-parking facilities are only used by boaters.

## ***Transit***

### Beach Shuttle

1. Improve transit stops with more visible signage, wayfinding elements, and stop amenities as funding allows.
2. Reevaluate beach shuttle schedules and stop locations to ensure convenient transfers between other public transit service and the WaterBus. As Mobility Hubs are implemented, relocate shuttle stops as needed to ensure they are located as close as possible to Mobility Hubs. Evaluate beach



shuttle stop locations in terms of how well they serve bus stops in the Marina. Revise stop locations to better serve public parking lots with improved wayfinding signage.

3. Evaluate financial feasibility of improving the service frequency of the shuttle to achieve 15 minute frequency standards. Consider using parking revenue and/or development fees to help fund the service improvements.

#### WaterBus

1. Evaluate WaterBus stop locations to determine if stops can be located with more convenient transfers to beach shuttle and other surface transit stops.
2. Improve the wayfinding and identity elements for WaterBus stops.
3. Evaluate the financial feasibility of improving service frequency to operate on a set schedule service, ideally with both clockwise and counterclockwise service. Consider using parking revenue and/or an assessment on area hotels and visitor-oriented businesses to help fund the service improvements.
4. If operating on scheduled service is not determined to be financially feasible, improve the customer convenience of the WaterBus as a water taxi service by using phone and/or smart phone apps to reserve trips.

#### ***Pedestrian***

1. Implement pedestrian improvements including wider sidewalks, improved crossings, mole road treatments, waterfront promenade extension and improvements with all new development projects, and as leases are renewed in the Marina.
2. As funding is available, implement near-term pedestrian improvements with particular focus on installing additional protected pedestrian crossings, retrofitting all pedestrian crossings with high visibility crosswalks, and widening sidewalks.
3. Reevaluate planned traffic capacity enhancements and consider repurposing or redesigning those projects towards pedestrian improvements instead.

#### ***Bicycle***

1. Implement near-term capital improvement projects for the Marvin Braude bike path on the east side of the Marina to address conflict locations and bike crossings.
2. With redevelopment, implement a wider waterfront promenade that can serve as a multi-use path for cyclists and pedestrians. If feasible with redevelopment, implement an additional bicycle side path along Admiralty Way.
3. Restripe Via Marina to provide on-street bike lanes and two travel lanes in each direction as funding is available.



### ***Vehicles***

1. Conduct updated traffic counts to determine if traffic volumes in Marina del Rey have grown.
2. Evaluate projects in development pipeline to determine if planned roadway capacity improvements are needed to serve traffic. If development pipeline is less than anticipated in the 2010 traffic study, delay implementation of roadway capacity enhancements until such a time as traffic counts indicate the need for additional capacity.
3. With proposed redevelopment of surface parking lots evaluate parking lot/structure access to improve access design, as well as introduce vehicle wayfinding.
4. For parking lots that are likely to remain surface parking in the future, evaluate driveway access and wayfinding elements to determine if improvements are warranted.
5. Explore the interest of leasees in introducing electric vehicle charging stations in the Marina.

### ***Boaters***

1. Install additional dinghy docks with Mobility Hubs.
2. Incentivize visitor-serving uses on the water-front (such as restaurants) to fund the implementation of dinghy docks.
3. Evaluate pedestrian and bicycle circulation around the public boat launch area.
4. As boater parking facilities are relocated or redesigned, introduce additional amenities, such as secured parking, improved shower and changing facilities, etc.

**APPENDIX F**  
**URBAN DESIGN**  
**TECHNICAL MEMORANDUM**

**MARINA DEL REY VISIONING:**  
**Draft**  
Land Use & Urban Design Alternatives

January 8, 2014

FOR DISCUSSION PURPOSES ONLY



## Section 1: Introduction

The draft land use and urban design memorandum is the first step in preparing land use recommendations and builds upon site visits to Marina del Rey (MDR), the Marina/Waterfront Case Studies and Design Narrative (Appendix A) by Gruen Associates, and the mobility study, community outreach, and the market analysis by others. This draft land use and urban design alternatives memorandum primarily focuses on the non-residential areas of Marina del Rey, as defined in the Marina del Rey Land Use Plan, consistent with the designated Marina del Rey Specific Plan land uses. Figure 1 shows the Marina del Rey study area.



Figure 1: Marina del Rey study area



From groceries and a post office to dining and retail, Waterside, Marina del Rey offers one-stop shopping



Development in the area often does not respond to the Waterfront Promenade



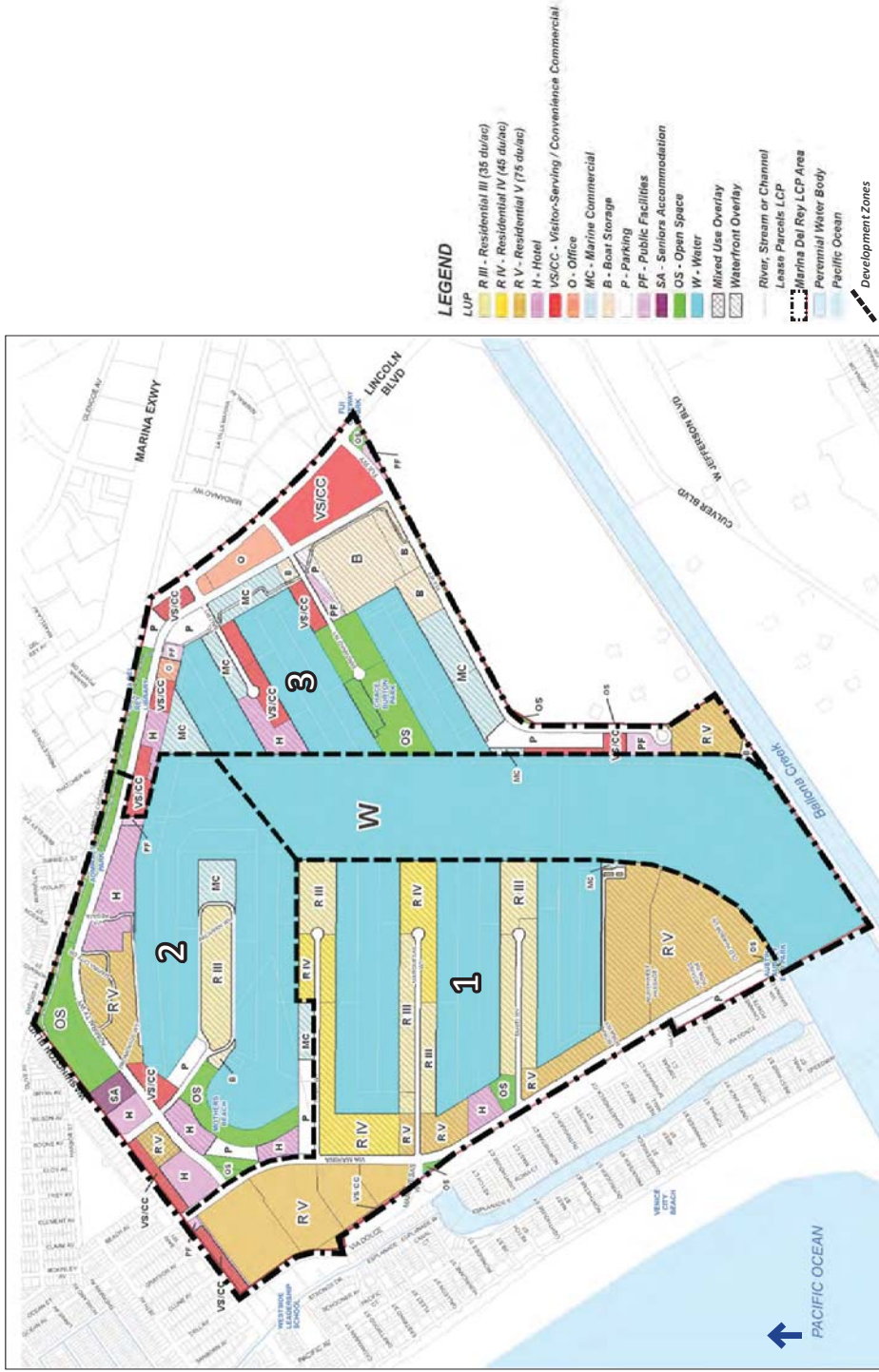
28-foot-wide promenade has been implemented in some locations

## Section 2: Current Conditions

### 2a. Development Zones and Existing Land Use

The Marina del Rey Land Use Plan established three development zones, as illustrated in Figure 2. The MDR Specific Plan is consistent with the land uses assigned under the Land Use Plan. Development Zone 1 is primarily residential; Zone 2 is the area around Marina Beach and includes hotels, commercial and some residential areas; Zone 3 includes primarily commercial, hotel and boating facilities plus Burton Chace Park.

- Currently, Marina del Rey has a mix of land uses, including open space, marine commercial, boat storage, retail, office, restaurants, hotel, public facilities, and residential within walking distance from each other and near Marina del Rey's greatest asset, the water. However, many of the land uses and architectural improvements appear dated. Older commercial uses, especially along Admiralty Way across from Yvonne Burke Park, tend to be isolated from nearby uses due to inadequate pedestrian and bicycle connectivity. There is a lack of entertainment uses, waterfront restaurants with outdoor seating, unique retail, night life, cultural facilities, and art, which could make this area more vibrant.
- Visitor-serving commercial uses with leases which expire within the next decade, as shown in Figure 3, are concentrated in the eastern portion of Marina del Rey providing opportunities for redevelopment. Fisherman's Village, a major visitor-serving commercial use with a lease nearing expiration, has excellent waterfront views; however, its location on Fiji Way, a long cul-de-sac at the southern boundary of the Marina, isolates this visitor-serving site from many pedestrians and motorists using the Marina.
- Boating slips and recreational open spaces are spread through the Marina, with boating-support uses, such as marine commercial, boat storage, and boat launching concentrated along Admiralty Way near Bali Way and along Fiji Way intermixed with commercial land uses.
- Recreational uses are primarily located at Burton Chase Park, Yvonne Burke Park, and Marina Beach. Marina Beach was identified by the community during the visioning process as an area needing improvements to the public realm and nearby existing development.



source: County of Los Angeles

Figure 2: Marina del Rey Land Use Plan and Development Zones superimposed

2b. Expiring Leases

A substantial portion of Marina del Rey has parcels with recent investments, explained in more detail in Section 2c, and recent lease extensions. As illustrated on Figure 3, expiring leases and lease extensions will affect a minimal number of parcels on the primarily residential western side of the harbor (Development Zone 1). Several key commercial and boating-related properties surrounding Basins F, G and H on the eastern side of the harbor will have expiring leases (Development Zone 3), are adjacent to one another, and will therefore provide opportunities for redevelopment.

For the above reasons, this land use analysis primarily focuses on three non-residential areas or “focus areas”, which have been identified as areas for potential land use changes within Development Zones 2 and 3. These include:

- Marina Beach Focus Area – the area generally bounded by Panay Way, Via Marina, Admiralty Way, and Promenade Way.
- Restaurant Row Focus Area – the area along Admiralty Way east of the Ritz-Carlton Hotel site to Bali Way
- Bali Way/Fiji Way Focus Area – the area along Admiralty Way south of Bali Way and along the north and west side of Fiji Way

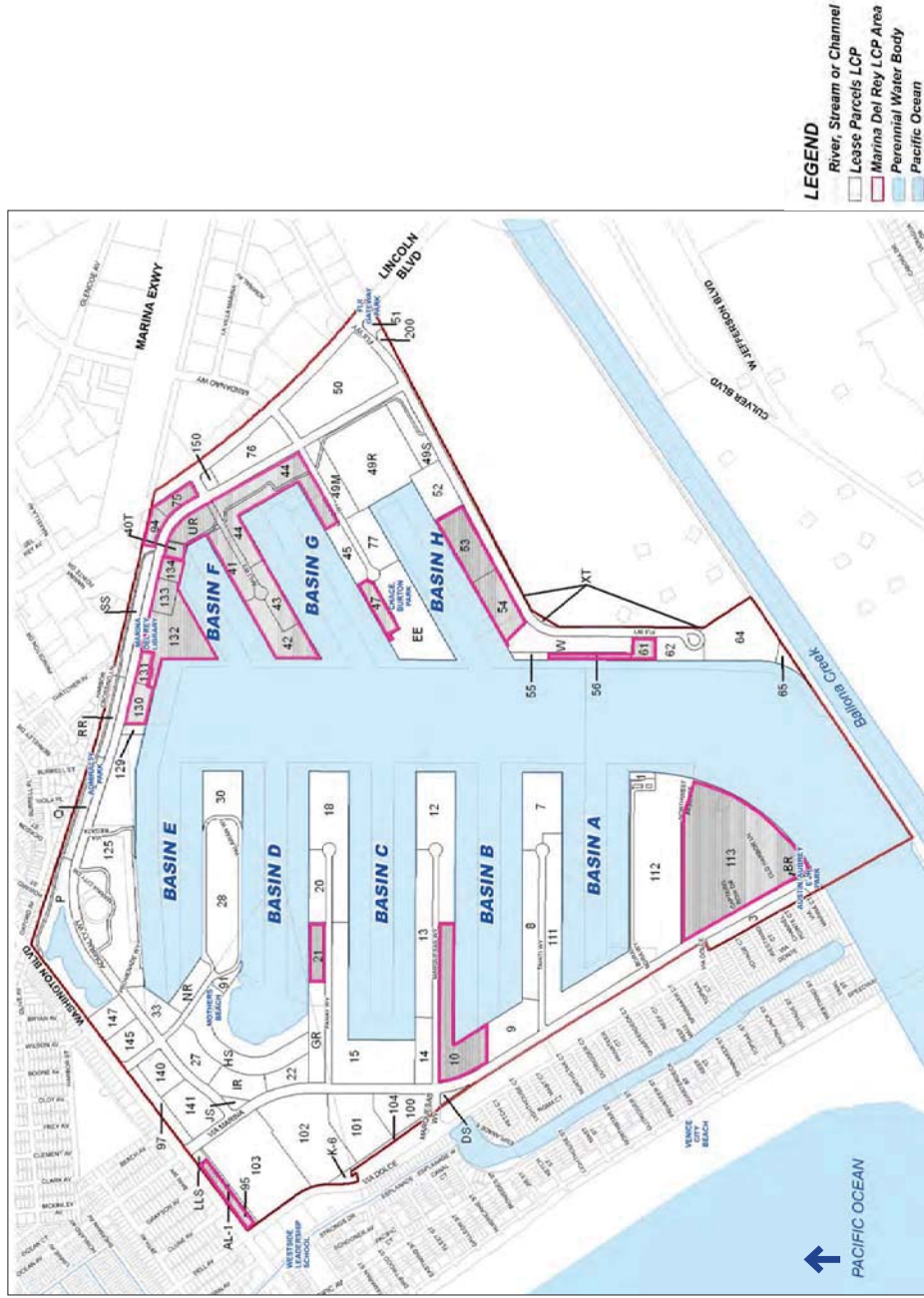


Figure 3: Expiring leases (from 2016 to 2028)





2d. Mobility

The figures below show current conditions for multiple modes of mobility: vehicular circulation, pedestrian circulation, bicycle circulation, water bus routes and stops, shuttle stops and transit stops.

- From the regional network, vehicular circulation into the Marina is from both Lincoln and Washington Boulevards, which are located along Marina del Rey's boundary with the City of Los Angeles. Route 90 intersects Lincoln Boulevard just north of Marina del Rey and provides access to the 405 Freeway. Bali Way, Mindanao Way and Fiji Way provide access to Marina del Rey from Lincoln Boulevard, and Via Marina and Palawan Way provide access from Washington Boulevard. Figure 5 illustrates the peak hour traffic volumes for the streets in the Marina.

- The existing and planned waterfront promenade will provide pedestrian access throughout the Marina in conjunction with sidewalks on major streets. Currently, the waterfront promenade is narrow in some locations, in poor condition in many locations, is lined with parking, has unattractive chainlink fencing, and in some locations is blocked by private or recreational development (Figure 6). The Marina del Rey Land Use Plan (LUP) and Specific Plan (SP) show existing and probable shoreline access. The LUP the SP and the draft Marina Walk Guidelines require an improved 28-foot wide waterfront promenade where property redevelops or is remodeled. Improvements made recently that follow the draft Marina Walk Guidelines provide a more attractive and useful

promenade that is shared with fire access. The 20-foot width for the promenade required by the Fire Department limits amenities to a 8-foot strip adjacent to the water. There are few pedestrian connections to the promenade from Admiralty Way, Via Marina, or properties not on the water. On Admiralty Way, there are long distances between pedestrian crossings and pedestrian sidewalks are narrow and next to the street with no buffer from the fast-moving traffic. Mole roadways have either no sidewalks or narrow sidewalks on one side.

- The Marina del Rey Mobility Plan studied the existing mobility, as illustrated in Figure 7, and showed transit ridership to be the highest along Lincoln Boulevard, east of the harbor. There is moderate ridership adjacent to Marina Beach and low ridership

- in the southwest residential portion of the harbor.
- Preliminary mobility concepts by Fehr & Peers recommend mobility hubs at major destinations in Marina del Rey as illustrated in Section 3. The Mobility Hub's purpose is to bring together mobility components in one location. A park-once facility shared by multiple users, bike-share stations and bike parking, car share, water bus stops, and shuttle and transit stops, are the primary components of a Mobility Hub.

For more detail, see the Marina del Rey Mobility Plan under separate cover.



source: Fehr & Peers

Figure 5: Peak Hour Traffic Volumes of Marina Streets



source: Fehr & Peers

Figure 6: Waterfront Promenade Widths and Gaps



source: Fehr & Peers

Figure 7: Existing Mobility Network

2e. Urban Design Concept and Existing Height Limits

The urban design concept in the MDR Specific Plan calls for: "a modified 'bowl concept' consisting of a skyline of taller buildings around the outer and northern edges of the Marina, with lower buildings on the moles. The concept will enhance the image of the Marina and will ensure adequate sunlight and wind circulation on the water basin." Currently the MDR Specific Plan allows for heights that have generally stayed consistent with the bowl concept. To ensure that the urban design and sense of place continue to be of a unique character to the harbor in Marina del Rey, it is recommended that the "bowl concept" be retained to enhance the experience of the Marina.

As illustrated in Figure 8, the Land Use Plan Parcel Development Height Limits map is used as the base on which the following layers of information are superimposed (see diagram legend):

- Height refinements to the Land Use Plan allowable heights as designated in the MDR Specific Plan
- Parcels which allow a higher height limit if an expanded view corridor is provided, as designated in the MDR Specific Plan
- Potential "bowl concept" inconsistency

It is observed, through this analysis, that the Specific Plan made allowable height refinements to the Land Use Plan to be more consistent with the bowl concept. Heights were generally reduced on seaside parcels and were generally increased on some non-seaside parcels along Via Marina and Admiralty Way, primarily between Bora Bora Way and Bali Way. In addition, heights were also generally reduced along the residential mole roads surrounding Basins A, B, and C. The Specific Plan height refinements have enhanced the experience of the harbor by maintaining lower massing on the water and higher massing on non-seaside parcels.

It is important to note that while the Specific Plan identifies the urban design importance of the bowl concept, it has also given the flexibility to allow taller heights on seaside parcels only if expanded view corridors are provided. These parcels, as identified on Figure 8, generally allow for heights of 45 feet but will allow heights to between 75 feet and 225 feet if an expanded view corridor is provided. Special consideration should be given to the urban design of such projects to resolve potential issues such as bulky buildings and expanded view corridors primarily in shadow.

Between the Fire Station and Bali Way, there are a number of parcels which are allowed to reach 40 to 45 feet in height with only two of those parcels (134 and UR) being allowed to go 75 feet if an expanded view corridor is provided. Consideration should be given to allowing increased height on other parcels in this area in exchange for increased view corridors as Admiralty Way is the street on which more visitors experience Marina del Rey.

The MDR Specific Plan has maintained the bowl concept but there is a potential inconsistency with Marina Beach parcel 22. The height for parcel 22 is allowed to reach 225 feet, which seems high as these taller buildings could block the buildings behind. On parcel 22, there would likely be shade and shadow effects on Marina Beach with a 225-foot height allowance.

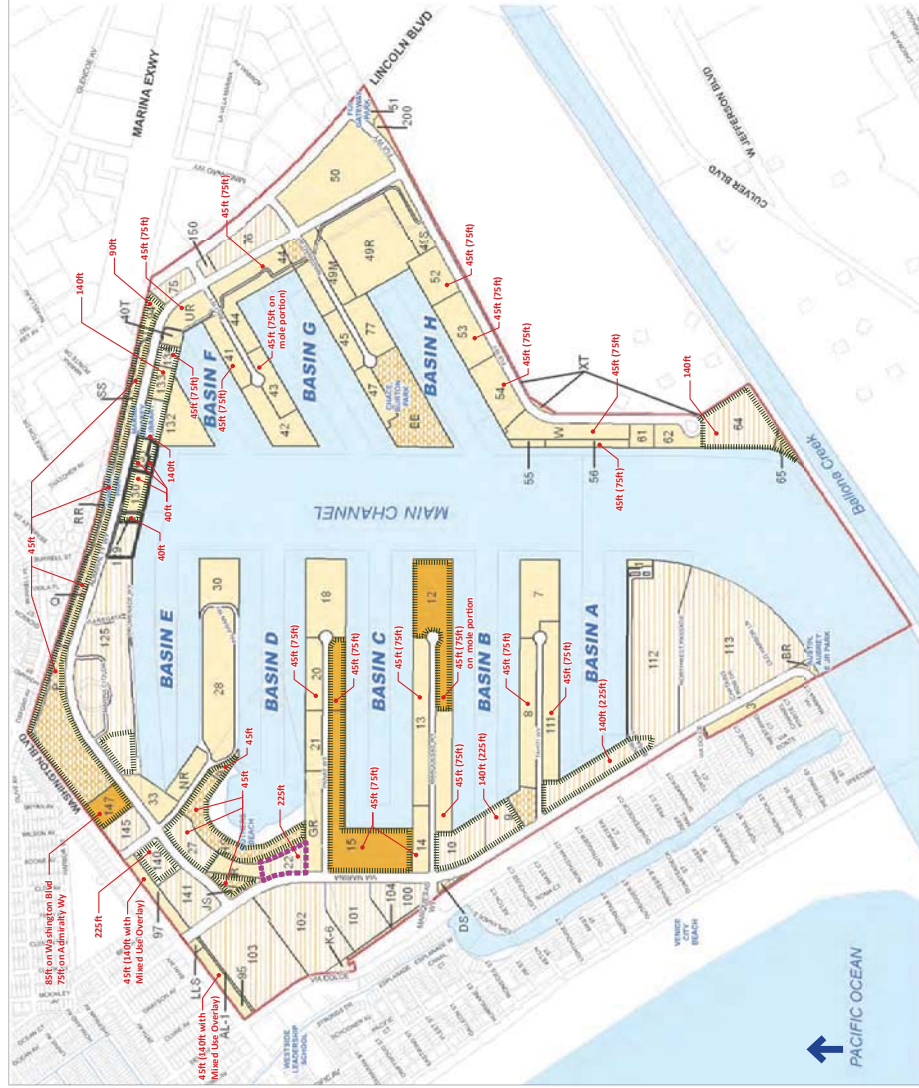


Figure 8: Height Limits as Designated by the Land Use Plan with Refinements in the Specific Plan

Note: For planning purposes, this analysis is a summary of allowable heights. Refer to the MDR Specific Plan for further detail and confirmation. The MDR Specific Plan is the implementing document for the MDR Land Use Plan.

**LEGEND**

- Lease Parcels LCP
- Marina Del Rey LCP Area
- Perennial Water Body
- Pacific Ocean

**Parcel Development Height Limits**

- 25 Feet (Open Space, Boat Storage)
- 40 Feet (Main Channel View Corridor)
- 45 Feet (Residential III, Hotel, Parking, Public Facility, Marina Commercial, Visitor-Serving Commercial)
- 140 Feet (Residential IV, Senior Accommodations)
- 225 Feet (Residential V, Hotel, Office)

**NOTES:**

- Hotel - Limited to 45 feet on mole roads.
- Public Facility - Entrance displays, gift offices and theme shops.
- Parking - Limited to 75 feet for parking structures, 45 feet on mole roads or waterfront parcels.
- Main Channel View Corridor - Limited to 40 feet to preserve views of the Santa Monica and San Gabriel Mountains.
- Marina Commercial - Limited to 45 feet for subordinate buildings. 75 feet for public dry stack (currently none in Marina).
- Boat Storage - Limited to 75 feet for public dry stack (currently none in Marina).
- \* Parcels to and 14 height capped at 75 feet, closely averaged over entire parcels.

source: County of Los Angeles, MDR Land Use Plan

**Parcel specific height refinements per the MDR Specific Plan**

- Allowable height per the MDR Specific Plan with an expanded view corridor
- Allowable height per the MDR Specific Plan
- Inconsistency with the "bowl concept"

## 2f. View Corridors

The urban design concept in the MDR Specific Plan states: "View corridors to maintain and enhance public views of the harbor are a priority of this plan. Enhancing the ability of the public to experience and view the Marina waters shall be implemented by requiring view corridors in the design of all new or renovated development. Increased view corridors are called for when basic height standards are exceeded. This goal shall be achieved by placing conditions on permits for new development to enhance public viewing, to allow for greater public access, and to create view corridors to and along the waterfront." Furthermore, a view corridor is defined as "an area located between the water and the first public road open to the sky and allowing uninterrupted views of the harbor from the road to the waterside, at ground level. The corridor may be combined with fire roads and public accessways."

This study examined views of the harbor as it would be experienced by motorists, pedestrians, and bicyclists. A field study was conducted along the primary surrounding loop roads of Via Marina, Admiralty Way and Fiji Way. Additional analysis through programs such as Google Street View was also studied to supplement and confirm the field study. The current conditions of views into the harbor from the surrounding area, as illustrated in Figure 9, was defined into the following categories: View Barriers; Clear Views; and Obstructed Views.

View barriers are areas of non-visibility into the harbor by both pedestrians and those in automobiles, and consistently cover much of the loop surrounding the harbor. The view barriers are a result of the following factors: existing development, landscaping, surface parking lots and parking structures, and distance from the loop roads to the basins.

The criterion for clear views is having a clear path or view and/or visual access to the harbor's water, bulkhead edge, masts, and horizon. Obstructed views allow one to see into the harbor's components, mentioned above, but in a limited manner due to, for example, trees, parking lots, and signage.

A distinction was made to acknowledge the difference in how pedestrians, bicyclists, and motorists experience views into the harbor from the surrounding loop roads. As illustrated in Figure 16, there are locations where pedestrians and bicyclists walking and biking at a leisurely pace exceedingly benefit with visual connections into the harbor, which are difficult and/or impossible to experience, from the loop roads, by those in automobiles traveling at the speed limit. In summary, based on current view conditions, views of the harbor are limited for both pedestrians and motorists. This analysis reinforces a public perception of deficient identity and sense of place which can be improved with more clear views of and public access to Marina del Rey's harbor.



Figure 9: View Corridors Analysis

### Section 3: Opportunities and Constraints

#### 3a. Opportunities and Constraints - Marina Beach

Figure 10 superimposes on the existing conditions of Marina Beach, the Mobility Hub and other mobility improvements recommended by Fehr and Peers with some modifications. The diagram offers an understanding of what has been done in previous plans, what currently exists, what is currently planned, and which opportunities for future redevelopment reveal themselves.

Figure 10 shows opportunities for several key connections between the existing and planned waterfront promenade to more easily facilitate pedestrian and bicycle movements, including:

- 1 A direct pedestrian and possibly a bicycle connection between the Marina Beach promenade and the promenade adjoining the Killer Shrimp restaurant which would run along the northwestern edge of parking lot 9/parcel NR
- 2 A direct pedestrian connection from Panay Way to Marina Beach
- 3 A pedestrian connection from the intersection of Admiralty Way and Marina Way to Marina Beach to capture those walking from the Marriott Hotel and nearby residential and commercial development

The County should reconsider the plans for the reconfiguration of the intersection of Admiralty Way and Via Marina, if feasible, as the proposed plan would reduce the amount of land on the waterside of the intersection adjacent to Marina Beach, redirect the more busy traffic on Admiralty Way into Via Marina, and create two small open spaces which would not be as desirable and usable as one large open space.



Figure 10: Opportunities and Constraints



1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS

### 3b. Restaurant Row and Bali Way/Fiji Way Focus Areas

Figure 11 illustrates some of the opportunities and constraints to consider when looking at revisiting these focus areas. It contains information on land use from the site visit and existing conditions analysis, and mobility concepts from the August 8, 2013 Fehr and Peers preliminary document.

As described in Section 2, there are opportunities in these focus areas to redevelop and provide a mix of uses along the waterfront, Admiralty Way and Fiji Way. One of the major constraints in these focus areas is the amount of parking currently present on the harbor side of Admiralty Way and Fiji Way, making it difficult for pedestrians and bicyclists to maneuver around comfortably. There is an opportunity to move parking from the water's edge, consolidate shared parking among uses and creating a more pedestrian- and bicycle-friendly environment.

As illustrated on Figure 11, a proposed 28-foot waterfront promenade acts as the backbone to a network of bikeways, enhanced crossings and intersections, roadway enhancements, and potential long term signalized crossing opportunities. These opportunities will provide for a connected, multi-modal environment, one which is featured with proposed Mobility Hubs at key locations. Mobility Hubs contribute to the organization (i.e. defining districts and focus areas) and sense of place of an area, integrating mobility elements, land use and urban design. They provide for components such as park once facilities, bike share stations, bike parking, car sharing, co-located transit and water bus stops, and wayfinding.

In a waterfront setting, pedestrian linkages are vital to connectivity between land use and urban design. Connecting the water to buildings and the public realm is critical to providing a vibrant waterfront atmosphere. There are opportunities for several key connections between the existing and planned waterfront promenade to more easily facilitate pedestrian and bicycle movements, including:

- 1 A direct pedestrian connection through the California Yacht Club site to connect the west and east portions of the marina
- 2 A direct pedestrian and bicycle connection between the promenade northwest of Bali Way along Basin F, and the promenade adjoining the northeastern edge of Basin G
- 3 A direct pedestrian connection from the promenade along the southeastern edge of Basin G
- 4 A pedestrian connection from the promenade along the southeastern edge of Basin H to the promenade along the eastern edge of Fisherman's Village

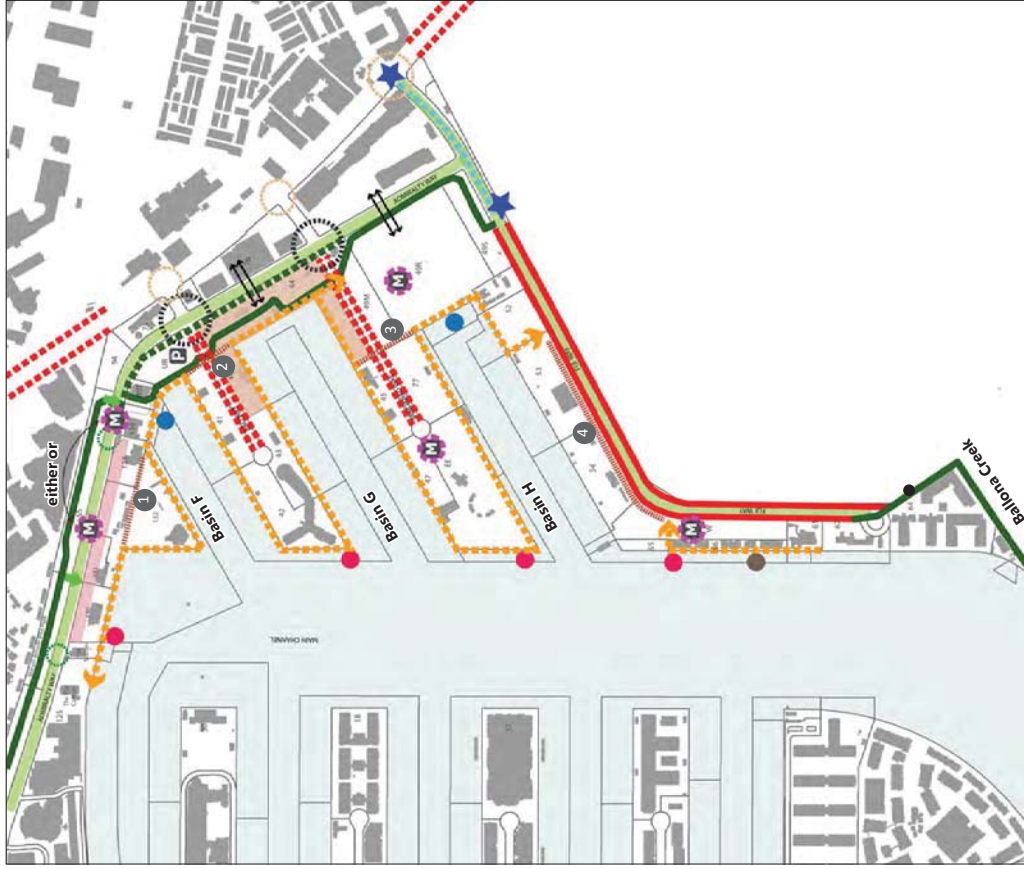


Figure 11: Opportunities and Constraints Map



1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS

### Section 4: Community Comments

Provide the following activities:

- Waterside café/bistros
- Civic center near library
- Dinghy docks for access to restaurants
- Promenade that is wide and continuous
- Organic market for residents
- Separate bike path along Admiralty Way
- Boater parking and amenities
- Community boat house
- Year-round shuttle and water bus
- Wayfinding at key locations
- Repair shop for boaters
- At Marina Beach
  - Sailing and other boater's lessons
  - Kayaks
  - Outriggers
  - Paddle boats
- Amenities for above
- More storage for non-motorized craft

### Section 5: Market Consultant Comments

According to the market analysis, done for an area somewhat larger than unincorporated Marina del Rey, uses that may be supported include:

1. Hotel projections for 600 to 900 rooms (approximately 3 hotels)
2. Food and beverage, specialty retail, and general merchandise
3. Office market difficult, but creative office a possibility

### Section 6: Activities from Other Successful Waterfronts/ Marinas

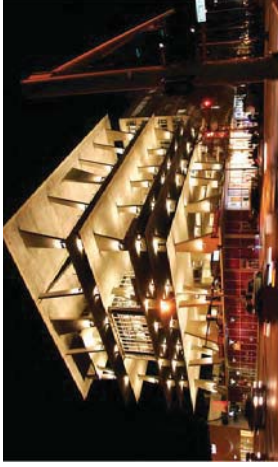
Utilizing some of the lessons learned from a case study analysis of other marinas, Marina del Rey should consider the following:

- Portugal and many other Asian, European and United States waterfronts/marinas have a strong continuous promenade that ties together restaurants/hotels/housing/boater's support facilities and accommodates daytime and nighttime waterfront activities and boating views.
- Granville Island in Vancouver, British Columbia has an educational/art/culture theme, other public facilities, and has small-scale architecture.
- Baltimore's Inner Harbor has many major attractions with distinguished architecture such as the National Aquarium, Science Center/IMAX, and a performing arts pavilion that can be a catalyst for restaurant/retail and other visitor services.
- Miami has a parking structure which has ground-level retail and restaurants, but also is designed as a unique structure with views of the entire South Beach area.

### Section 7: Design Principles

In consideration of the previous sections, key principles to consider in addressing the revitalization include:

- Integration of boating activities and views of these with development
- Continuous waterfront promenade throughout the area
- Incorporation of mobility hub and park once concept proposed in Fehr and Peers' draft report
- Vertical and horizontal mix of uses (restaurants, retail, boating, hotel, civic, visitor center and waterfront entertainment) oriented to the water and boating activities
- Creation of active public gathering spaces adjacent to the promenade as view corridors and to be a focus for new uses
- Shared parking
- Reflect on areas' wetland character and South Sea Island theme through special and stormwater landscaping in select areas



## Section 8: Potential Activity Districts and Focus Areas

Districts are unique areas that have a special focus on the dominance of a particular land use or activity. They may contain a mix of uses integrated with the dominant activities. The naming of districts can assist in branding an area and in wayfinding within a large area such as Marina del Rey.

Marina del Rey could potentially be thought of as four distinct districts around which to organize existing and future uses, as illustrated in Figure 12. The Districts designated for this study, but open to redefinition and naming, are as follows:

1. Residential District
2. Marina Beach
3. Visitor's Row
4. Boater's Way

**The Residential District** is primarily made up of existing multi-family residential buildings situated around the mole roads and the harbor.

**Marina Beach** is primarily an existing active waterfront and family recreational area that serves both the local community and visitors. It is composed of restaurants, hotels and Marina Beach, the focus area of the district.

**Visitor's Row** is primarily an existing visitor-serving area made up of restaurants, some offices, and a yacht club. In addition, there is an existing boater-serving area made up of boater-related parking, services and sales, storage, launching, the Waterside Shopping Center, the Marina Towers, and Burton Chace Park.

**Boater's Way** is primarily an existing visitor-serving area made up of boater-related parking, services and sales, storage, and Fisherman's Village.

The following pages will demonstrate, with more detail, the existing characteristics of the non-residential districts, and propose three specific focus areas which will serve to catalyze redevelopment within each district. The focus areas will be animated with land use and urban design recommendations, which will establish a unique sense of place for their respective districts.

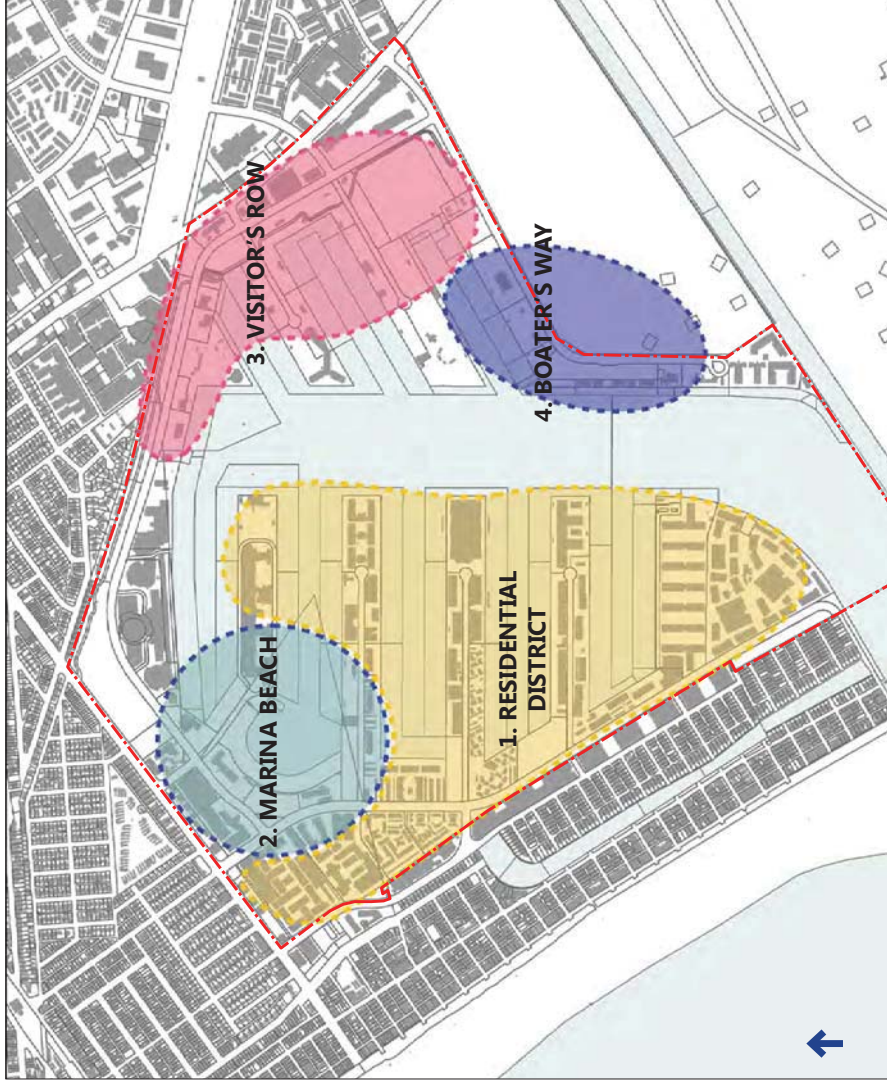


Figure 12: Potential Marina del Rey Districts



8a. Marina Beach Focus Area

- The Marina Beach Focus Area, as shown in Figures 13 and 14, current conditions include:
- Marina Beach has traditionally been an active waterfront destination for families residing in Marina del Rey and throughout the Los Angeles region and the world. This active recreational area contains a crescent-shaped beach, a waterfront promenade, picnic tables and barbecues, public restrooms, a children's play area, volleyball courts and boating activities for rowing, outriggers, kayaks, and paddle boards. Marina Beach is serviced by three surface parking lots on Parcels IR, GR, and NR (C, E, and A on Figures).
  - Adjoining Marina Beach's promenade is the newly-renovated Jamaica Bay Inn, which incorporates a waterfront view garden and restaurant in addition to hotel rooms and meeting facilities, the Cheesecake Factory with its waterfront restaurant and outdoor dining, and the Foghorn Harbor Inn and small retail.
  - On Parcel 21 (F on Figures), there is a proposal for marine commercial uses and a new landscaped view corridor.
  - The waterfront promenade encircling Marina Beach is not built to the full 28-foot width and connections to the surrounding area need improvement. There is no connection from the Marina Beach promenade to the promenade on Parcel 33 (B on Figures) and to Admiralty Way.

The following lists some general conclusions and opportunities observed for the Marina Beach Focus Area:

- There is an opportunity to enhance pedestrian promenades connecting to Marina Beach from the north and south, and improve connectivity with pedestrian linkages across Palawan Way, Panay Way, and adjacent surface parking lots.
- There is an opportunity to have shared parking as opposed to having multiple surface parking lots surrounding Marina Beach.
- There is opportunity to improve the mole roads, Via Marina, and Admiralty Way to make them more pedestrian-friendly, enhancing multi-modal connectivity.
- There is an opportunity to provide a wider mix of activities on and adjacent to the beach such as additional outdoor dining and non-motorized boating.



Figure 13: Marina Beach Focus Area



Figure 14: Marina Beach Focus Area (Part of Development Zone 3)



### 8b. Restaurant Row Focus Area

Restaurant Row Focus Area, as shown in Figures 15 and 16, current conditions include:

- Many leases are expiring in this area (Figure 3).
- Development has an outdated character.
- Development in this area occurred parcel by parcel, is automobile-oriented, and does not respond to the planned waterfront promenade or to the bicycle path.
- The MDR Specific Plan and Land Use Plan 2012 show visitor-serving commercial/convenience retail, hotel, office, public facilities, and parking north of Balli Way. This includes a wide range of uses, but the parcel-by-parcel development with unplanned connections does not seem to provide a vibrant synergy between the uses (Figure 2).
- Allowable building heights in the MDR Land Use Plan and Specific Plan vary from 45 feet to 225 feet along Admiralty Way (Figure 8). However, most development on Admiralty Way is one story.

The following lists some general conclusions and opportunities observed for the Restaurant Row Focus Area:

- The pedestrian promenade is not continuous, and is lined with surface parking lots throughout.
- There is an opportunity to have shared parking by consolidating surface parking lots, and therefore also improving connectivity between uses.
- There is an opportunity to enhance the views into the harbor from this visitor-serving area, from Admiralty Way.
- The lower topography at the promenade level from Admiralty Way allows for unique redevelopment opportunities (e.g. an amphitheater on the water).
- There is an opportunity to enhance the pedestrian realm along Admiralty Way, which currently has shallow sidewalks and minimal landscaping.
- There is an opportunity to integrate visitor-serving activity with everyday boating activities (e.g. connecting the promenade through the Yacht Club site).



Figure 15: Restaurant Row Focus Area



Figure 16: Restaurant Row Focus Area (Part of Development Zone 3)



### 8c. Bali Way/Fiji Way Focus Area

The Bali Way/Fiji Way Focus Area, as shown in Figures 17 and 18, current conditions include:

- This focus area contains two major shopping centers, each with its own character. The Waterside, a recently-renovated center facing Admiralty Way with its rear to Lincoln Boulevard, contains neighborhood-serving uses including a supermarket, restaurants, retail shops, a post office, marine commercial and a new outdoor dining space. Fisherman's Village (D and E on Figures) on Fiji Way and on the waterfront has more tourist-oriented activities. Both shopping centers have surface parking lots facing the street with the Waterside parking more attractive due to landscaping and parking lot trees.
- On Parcel 76 (G on Figures) are two recently-renovated office towers with a parking structure. Adjacent to these office towers and at the Bali Way entrance to the Marina is a one-story vacant building located on Parcel 150.
- Parcels 44 and 49K (G on Figures) on Admiralty Way, are designated in the Marina del Rey Land Use Plan as marine commercial and both primarily consist of large parking lots for automobile and boat storage. Boating facilities and uses also line portions of Fiji Way (B and C on Figures).
- On the south side of Fiji Way are wetlands areas, an open space resource. Burton Chace Park provides open space, recreational activities, and space for events and other programming.
- This area has two of the three entries or gateways to Marina del Rey from Lincoln Boulevard, the major arterial linking Marina del Rey with the regional freeway network and the airport.

The following lists some general conclusions and opportunities observed for the Bali Way/Fiji Way Focus Area:

- There is an opportunity to improve continuity of the pedestrian promenade, which is lined with surface parking lots, and does not connect with the Fisherman's Village promenade.
- There is an opportunity to integrate between visitor-serving uses of the isolated Fisherman's Village with the adjacent Boat-serving uses to the north along Fiji Way.
- There is an opportunity to improve views into the harbor from Admiralty Way and Fiji Way by enhancing the pedestrian realm, sharing parking (e.g. with the recently-renovated office towers) and redeveloping sites such as parcel 49.



Figure 17: Bali Way/Fiji Way Focus Area



Figure 18: Bali Way/Fiji Way Focus Area (Part of Development Zone 3)



A1



A2



B



C



D



E



F



G

### Section 9: Land Use Alternatives

The following conceptual visioning alternatives all include an improved 28-foot waterfront promenade and a separate bicycle pathway and address other design principles. Land uses vary as described below:

#### 9a. Marina Beach Focus Area Concept Expanded Recreational and Boater-Related Uses with a Mobility Hub on the Waterfront (Figure 19)

The vision established by the Asset Management Strategy adopted by the Los Angeles County Board of Supervisors in 1997 identified Marina Beach as “a family-oriented recreation/entertainment center with a rich mix of attractions linked by a beachwalk promenade.” The following general land use and urban design recommendations aim to realize a more local-serving and family-oriented atmosphere with an emphasis on recreation, and non-motorized transportation. The goal is to achieve a sense of place through diversity in its adjoining uses, view corridors into the harbor from the surrounding streets, an enhanced pedestrian realm along Palawan Way, Admiralty Way, Via Marina and Panay Way to complement recreational activities, and beach preservation, to be enjoyed by the local community and by tourists alike.

1. Locate boater-related operations, service, sales and storage uses and parking shared with adjacent commercial and recreational uses, which are integrated with the adjacent promenade. Buildings (1 to 2 stories) would be situated to allow opportunities for major view corridors into the harbor from Admiralty Way, and to strengthen the pedestrian realm with connected promenades along Marina Beach and Basins E and D. A Mobility Hub is also proposed in the parking lot along Panay Way.
2. This area at Marina Beach will be dedicated to supporting recreational uses (2 stories). Pedestrians, bicyclists, non-motorized boaters, and the casual visitor will be able to enjoy a mix of daily beach activities such as kayaking, paddle boarding, swimming, volleyball, walking, jogging, bicycling, and having picnics. Special functions such as boating education, a farmers’ market and outdoor public performances should also be accommodated to attract both local and regional visitors while providing a lively atmosphere on the beach. Shared parking will be available for a mix of users.
3. Retain or locate a hotel and/or visitor-serving uses on the waterfront parcels facing Marina Beach (2-4 stories), and integrate waterfront activities with uses such as a hotel, café/bistros with outdoor dining and new attractions (e.g. outdoor performance space), entertainment uses, unique retail, art galleries and other visitor-serving uses that appeal to both visitors and the local neighborhoods.
4. Locate visitor-serving commercial uses integrated with the adjacent promenade (2-4 stories). There will be an emphasis on waterfront restaurants with outdoor dining, and limited retail opportunities which will further enhance a dynamic atmosphere shared by the boaters, the local community and visitors enjoying the beach for recreational/casual purposes.



Figure 19: Alternative 1: Land Use and Urban Design Strategy

#### LEGEND

- Waterfront and Mix of Uses:**
- **Visitor-Serving Commercial:** emphasis on restaurants and retail
  - **Open Space:** emphasis on active space for public, promenades, bicycle and pedestrian path rights-of-way, and view areas
  - **Water:** emphasis on wet slips
- Hotel and Mix of Uses:**
- **Hotel:** emphasis on a select service hotel
  - **Visitor-Serving Commercial:** emphasis on restaurants, retail, family entertainment, art galleries and beach club
  - **Marine Commercial:** emphasis on wet slips, water-related transit, scenic boating, and water-based recreation
  - **Open Space:** emphasis on active gathering space adjacent to public, promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
- Open Space and Parking:**
- **Open Space:** emphasis on beach activities, playgrounds, boater activities, and water-based recreation
  - **Water:** emphasis on water-oriented recreational activities
- Public Parking and Boat-Serving Mix of Uses:**
- **Parking:** emphasis on shared parking (surface and/or a structure) for boating, recreation, and other uses, and integrated retail and/or boater-related sales and storage
  - **Marine Commercial:** emphasis on boater-related sales, service and operations, and small units
  - **Boat Storage:** emphasis on boat storage and mast-up storage
  - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, and view areas
  - **Water:** emphasis on wet slips
- Mobility Hub:** Ice Cream Facility, Bike Share stations, Bike parking, Car Share, Co-located Transit & Water Bus stops, Wayfinding
- Shared Parking:** Surface Lot or Parking Structure
- Proposed 28-foot Waterfront Promenade per the MDR LUP**
- Potential Opportunities for Linkages to Waterfront Promenade**
- Signalized Pedestrian Crossing<sup>1</sup>
  - Planned Enhanced Crossing<sup>1</sup>
  - Existing Waterbus Stop<sup>1</sup>
  - Proposed Waterbus Stop<sup>1</sup>
- Recommended Bike Network:**
- Existing bike lane
  - Planned bike lane
  - Planned bike-friendly street
  - Planned bike route
- Proposed bike enhancement includes:** Buffered Bike Lanes, Bike Paths, and Shared Bicycle and Pedestrian Promenade

1. source: *Marina del Rey Mobility Plan Preliminary Concepts*, August 2013, FEHR & PEERS

**9b. Restaurant Row and Bali Way/Fiji Way Focus Areas Alternative 1**  
**Enhanced Restaurants/Hospitality Row (Figure 20)**

1. Reconfigure the area from the fire station to Mindanao Way into a waterfront mix of uses (1 to 5 stories), as follows:
  - a. The area from the fire station to Bali Way as an integrated mixed-use development including specialty retail, hotel, entertainment, boating-viewing facilities, and civic uses. The buildings and uses are clustered to create interesting and compelling linkages/pedestrian passes throughout.
    - A cluster of waterfront restaurants with outdoor dining along the promenade and dinghy docks along the waterfront with second-level/restaurants/bars and entertainment and decks facing the water is proposed for the area shown in red.
    - The current County parking lot, west of the Bali Way/Admiralty Way intersection, is envisioned as 2 to 3 levels of offices and/or civic uses such as Beaches and Harbors Administrative functions above restaurants, retail, and entertainment, which can share parking with the retail/restaurants as they do not peak in the same period and will provide a lunch time support for restaurants. A Mobility Hub with a shared parking structure, bike amenities, water taxi stop, visitor center, and other amenities are incorporated into the parking structure. Retail/restaurants are located along the waterfront with art galleries/service retail on Admiralty Way to screen the parking structure.
    - A select service hotel with bar and/or night club on the roof is proposed. Drop-off areas and parking for boaters and adjacent areas are provided on/or adjacent to the yacht club site.
    - Bioswales/vegetated swales for stormwater management will be incorporated in the design of public spaces and parking lots.
  - b. Library remains in its current location but library waterfront will be reconfigured and library parking will be repositioned for a gathering space shared with restaurants/retail.
  - c. The area between Bali Way and Mindanao Way, west of Admiralty Way, remains Marine Commercial with some retail development and surface parking.
2. Locate an Office Campus (2 to 12 stories), with a mix of uses north of the proposed civic center and adjacent to Yvonne B. Burke Park. A mix of commercial and entertainment (nightlife focused) uses such as retail, cafes/bistros and bars with offices above will complement uses on the waterfront.
3. Preserve boat launch ramp, boater storage and other boater-related uses, marine commercial, and the waterfront mix of uses at Fisherman's Village (1 to 4 stories). A Mobility Hub should be considered in the area between Mindanao Way and Fiji Way, and at Fisherman's Village. Mobility Hub components include shared parking structure, bike amenities, water taxi stop, wayfinding and other amenities.

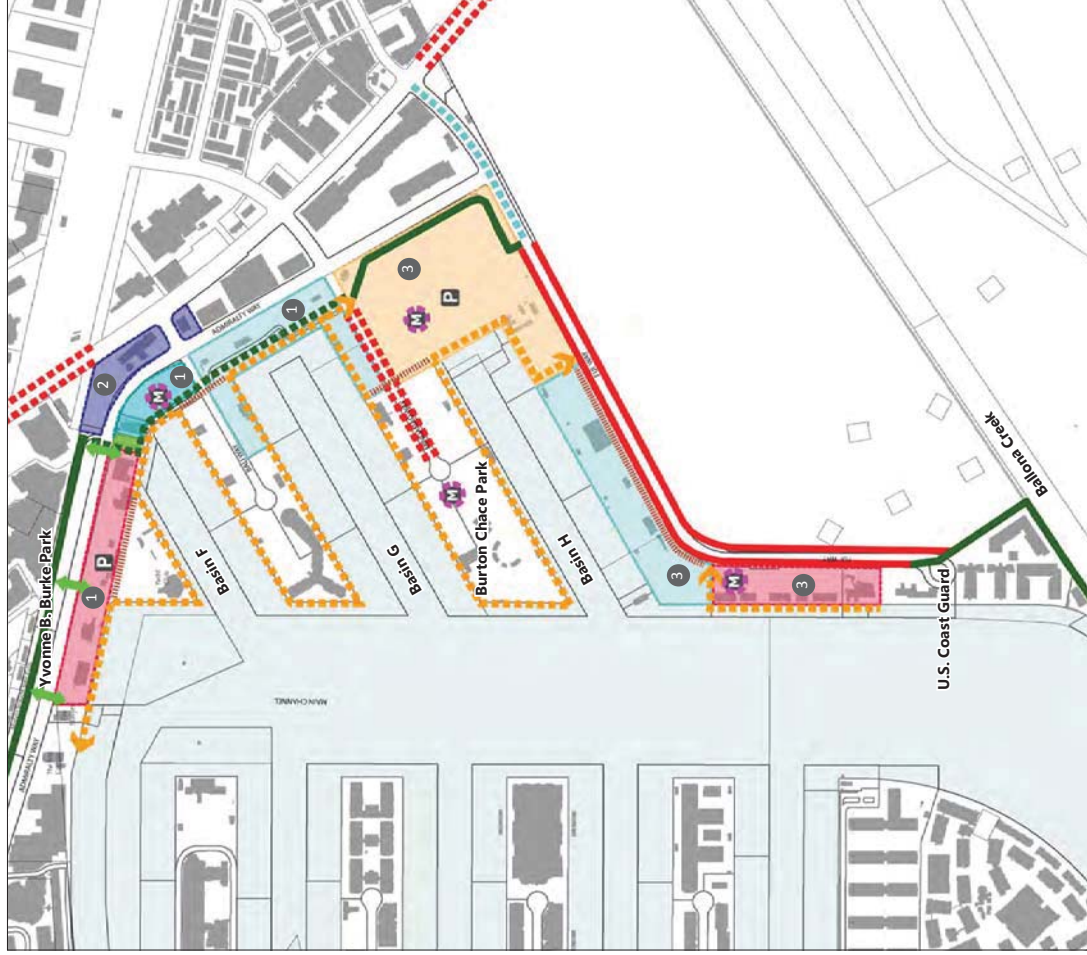


Figure 20: Alternative 1: Land Use and Urban Design Strategy

**LEGEND**

- Waterfront and Mix of Uses:**
  - **Visitor-Serving Commercial:** emphasis on retail, restaurants and nightlife, e.g. bars and cocktail lounges
  - **Marine Commercial:** emphasis on boat storage, water-related transit stops and scenic boating, and parking for boating-related uses
  - **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
  - **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
  - **Water:** emphasis on wet slips, and dinghy docks
- Office Campus and Mix of Uses:**
  - **Visitor-Serving Commercial:** emphasis on retail, cafes and nightlife
  - **Office:** emphasis on creative and/or medical offices and public open space
- Civic Center and Mix of Uses:**
  - **Visitor-Serving Commercial:** emphasis on ground-level retail and cafes
  - **Parking:** emphasis on a shared parking structure for boating-related uses, and for the general public for commercial-related uses
  - **Public Facilities:** emphasis on administrative offices for Beaches and Harbors and other County agencies, and a visitor center
  - **Water:** emphasis on dinghy docks
- Public Gathering Space:**
  - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
  - **Water:** emphasis on dinghy docks
- Marine Commercial Mix of Uses:**
  - **Visitor-Serving Commercial:** emphasis on retail and cafes
  - **Marine Commercial:** emphasis on water-related transit stops, and boater-related sales
  - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks, and view areas
  - **Water:** emphasis on wet slips
- Boat-Serving Mix of Uses:**
  - **Marine Commercial:** emphasis on boater-related sales, services and operations
  - **Boat Storage:** emphasis on boat storage, launching, and parking
  - **Water:** emphasis on wet slips
- Mobility Hub:** Park Check facility, Bike Share stations, Bike parking, Car Share, Co-located Transit & Water Bus stops, Wayfinding
- Shared Parking:** Surface Lot or Parking Structure
- 28-Foot Waterfront Promenade**
- Potential Opportunities for Linkages to Waterfront Promenade**
- Proposed Signalized Pedestrian Crossing<sup>1</sup>**
- Bike Network<sup>1</sup>:**
  - Existing bike lane
  - Planned bike lane
  - Existing Bike Path
  - Proposed long-term bicycle network improvement (waterfront multi-use path)
  - Planned bike route

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, PEIR & PEERS

**9c. Restaurant Row and Bali Way/Fiji Way Focus Areas Alternative 2**  
**Vertical Mix of Uses all along the Waterfront with Civic Center/Mobility Hub adjacent to the Park (Figure 21)**

1. Reconfigure the area from the fire station to Mindanao Way into a waterfront mix of uses (1 to 5 stories), as follows:
  - a. The area from the fire station to Bali Way as an integrated mixed-use development including specialty retail, hotel, entertainment, and boating viewing facilities. The buildings and uses create linkages/pedestrian passes throughout.
    - An amphitheater with landscaped lawns or a view corridor with bleachers. The amphitheater will provide a cultural and entertainment transformation along the waterfront and a view corridor with bleachers will provide opportunities for gathering, people watching and/or waterfront public art. This gathering space can also host other events such as a farmer's market or a craft fair.
    - To create a sense of place, a mix of uses is intensified in a portion of this area. The mix of uses incorporates ground-floor retail, restaurants/bars, with offices above. The offices above could include yacht sales or boating-related services or creative offices for young professionals. This will activate the Promenade with day and nighttime uses. This mix of uses will continue through this area, lining the promenade with 3- to 5-story structures with frequent view corridors.
    - A shared-parking structure to serve the adjacent boating and restaurant/retail uses with a new restaurant on the top of the parking structure.
    - A select service hotel can be located on the current County parking lot, west of the Bali Way/Admiralty Way intersection. Outdoor spaces can include an urban garden and rooftop pool deck and bar. Views of the Marina will be featured and will have outdoor dining along the promenade.
    - Bioswales/vegetated swales for stormwater management will be incorporated in the design of public spaces and parking lots.
  - b. The area between Bali Way and Mindanao Way, west of Admiralty Way, remains as Marine Commercial uses with some development and surface parking.
2. A civic center and Mobility Hub can be located north of Admiralty Way next to Yvonne Burke Park. The visitor center could be located here as an iconic building with exhibition hall, an education center or horticultural library. Linked to this visitor center will be the relocated and redesigned Marina del Rey Taber Library and other civic offices including Beaches and Harbors offices. A shared parking structure for the civic center hub and active uses on the south is provided on this site.
3. Preserve boat launch ramp, boater storage and other boater-related uses, marine commercial, and the waterfront mix of uses at Fisherman's Village (1 to 4 stories). A Mobility Hub should be considered in the area between Mindanao Way and Fiji Way, and at Fisherman's Village. Mobility Hub components include shared parking structure, bike amenities, water taxi stop, wayfinding and other amenities.

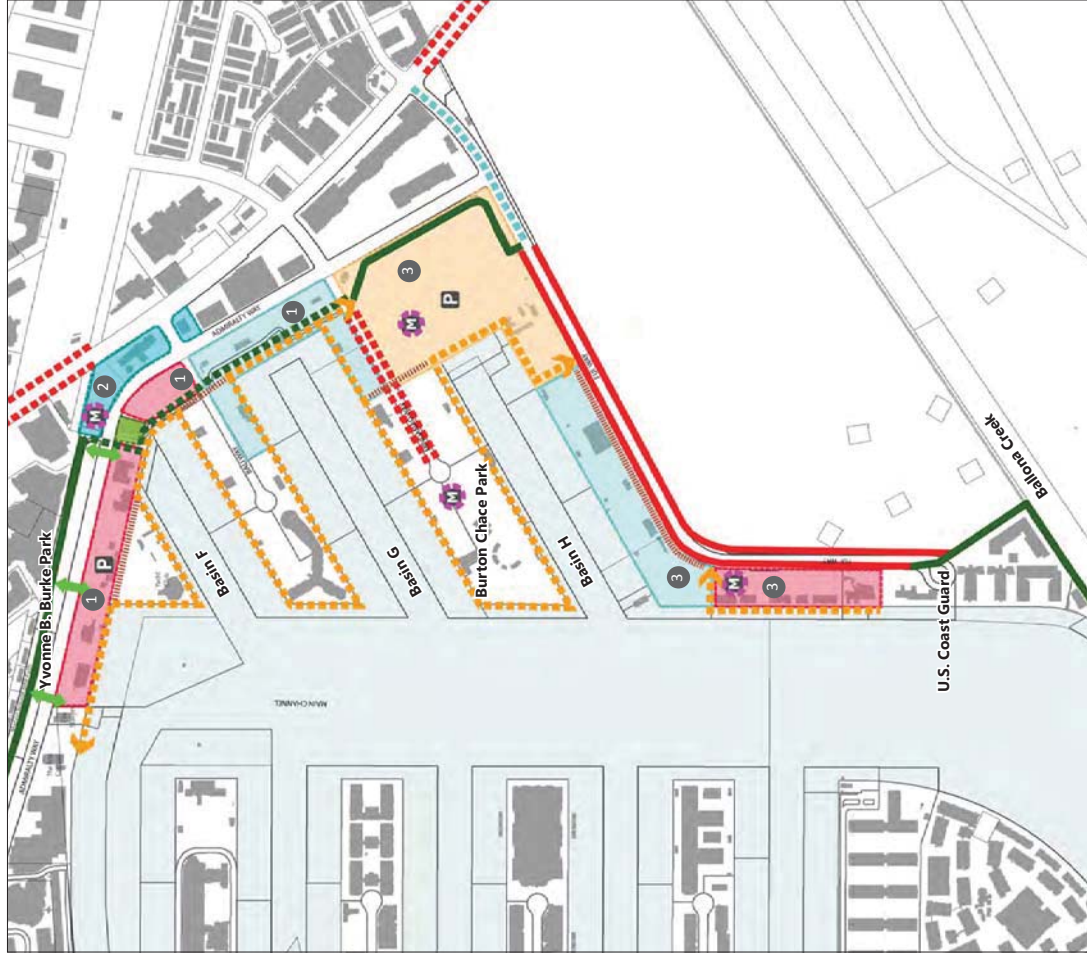


Figure 21: Alternative 2: Land Use and Urban Design Strategy

**LEGEND**

- Waterfront and Mix of Uses:**
  - **Visitor-Serving Commercial:** emphasis on retail, restaurants and nightlife, e.g. bars and cocktail lounges
  - **Marine Commercial:** emphasis on boat storage, water-related transit stops and scenic boating, and parking for boating-related uses
  - **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
  - **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
  - **Water:** emphasis on wet slips, and dinghy docks
- Civic Center and Mix of Uses:**
  - **Visitor-Serving Commercial:** emphasis on ground-level retail and cafes
  - **Parking:** emphasis on a shared parking structure for boating-related uses, and for the general public for commercial-related uses
  - **Public Facilities:** emphasis on administrative offices for Beaches and Harbors and other County agencies, and a visitor center
- Public Gathering Space:**
  - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
  - **Water:** emphasis on dinghy docks
- Marine Commercial Mix of Uses:**
  - **Visitor-Serving Commercial:** emphasis on retail and cafes
  - **Marine Commercial:** emphasis on water-related transit stops and boater-related sites
  - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
  - **Water:** emphasis on wet slips
- Boat-Serving Mix of Uses:**
  - **Marine Commercial:** emphasis on boater-related sales, service and operations
  - **Boat Storage:** emphasis on boat storage, launching, and parking
  - **Water:** emphasis on wet slips
- Mobility Hub:** Boat, Ches facility, Bikes, Share stations; Bike parking; Car Share; Co-located transit & Water Bus stops; Wayfinding
- Shared Parking:** Surface Lot or Parking Structure
- 28-foot Waterfront Promenade**
- Potential Opportunities for Linkages to Waterfront Promenade**
- Proposed Signalized Pedestrian Crossing<sup>1</sup>**
- Bike Network<sup>2</sup>:**
  - Existing bike lane
  - Planned bike lane
  - Existing Bike Path
  - Proposed long-term bicycle network improvement (waterfront multi-use path)
  - Planned bike route

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEIR & PEERS

**9d. Restaurant Row and Bali Way/Fiji Way Focus Areas Alternative 3**  
**Civic Center/Mobility Hub on the Waterfront and Enhanced Restaurants Row integrated with a Major Visitor-Serving Center (Figure 22)**

1. Reconfigure the area from the fire station to Mindanao Way into a waterfront mix of uses (1 to 5 stories), as follows:
  - a. The area from the fire station to Bali Way as an integrated mixed-use development including specialty retail, hotel, entertainment, boating-viewing facilities, and civic uses. The buildings and uses are clustered to create interesting and compelling linkages/pedestrian paseos throughout. This area includes a cluster of waterfront restaurants with outdoor dining, 2 to 3 levels of offices, and/or civic uses above restaurants, retail, and entertainment; a Mobility Hub, a select service hotel, and bioswales/vegetated swales for stormwater management. See Restaurant Row and Bali Way/Fiji Way Alternative 1 under 1a for additional details for this area.
  - b. Library remains in its current location but library waterfront will be reconfigured and library parking will be repositioned for a gathering space shared with restaurants/retail.
  - c. The area between Bali Way and Mindanao Way, west of Admiralty Way, remains Marine Commercial with some retail development and surface parking.
2. Locate an Office Campus (2 to 12 stories), with a mix of uses, north of the proposed civic center and adjacent to Yvonne B. Burke Park. A mix of commercial and entertainment (nightlife focused) uses such as retail, cafés/bistros and bars with offices above will complement uses on the waterfront.
3. Locate a major visitor-serving tourist/retail center (1 to 4 stories with hotels being allowed to go higher than 4 stories) on the current boat launch site bounded by Mindanao Way, Admiralty Way, Fiji Way, and Basin H.
  - a. This major center on the water will have waterfront activities, including café/bistros with outdoor dining and retail.
  - b. New attractions such as an aquarium, performing arts center, interpretive center, entertainment uses, unique retail, cultural facilities, unique theater, specialized indoor and outdoor markets such as the Faneuil Hall in Boston or the Ferry Building in San Francisco and other visitor-serving uses should be included that appeal to both visitors and the local neighborhoods.
  - c. A high-end or select service hotel could also be considered for this site near Admiralty Way.
  - d. Limited boat storage could also be provided on this site.
  - e. A Mobility Hub with a shared parking structure, bike amenities, water taxi stop, wayfinding and other amenities are also possible.
4. The boat launch ramp, parking, and boater storage (1 to 4 stories) replace the visitor-serving retail and commercial uses at the Fisherman's Village site. Boat service uses remain.

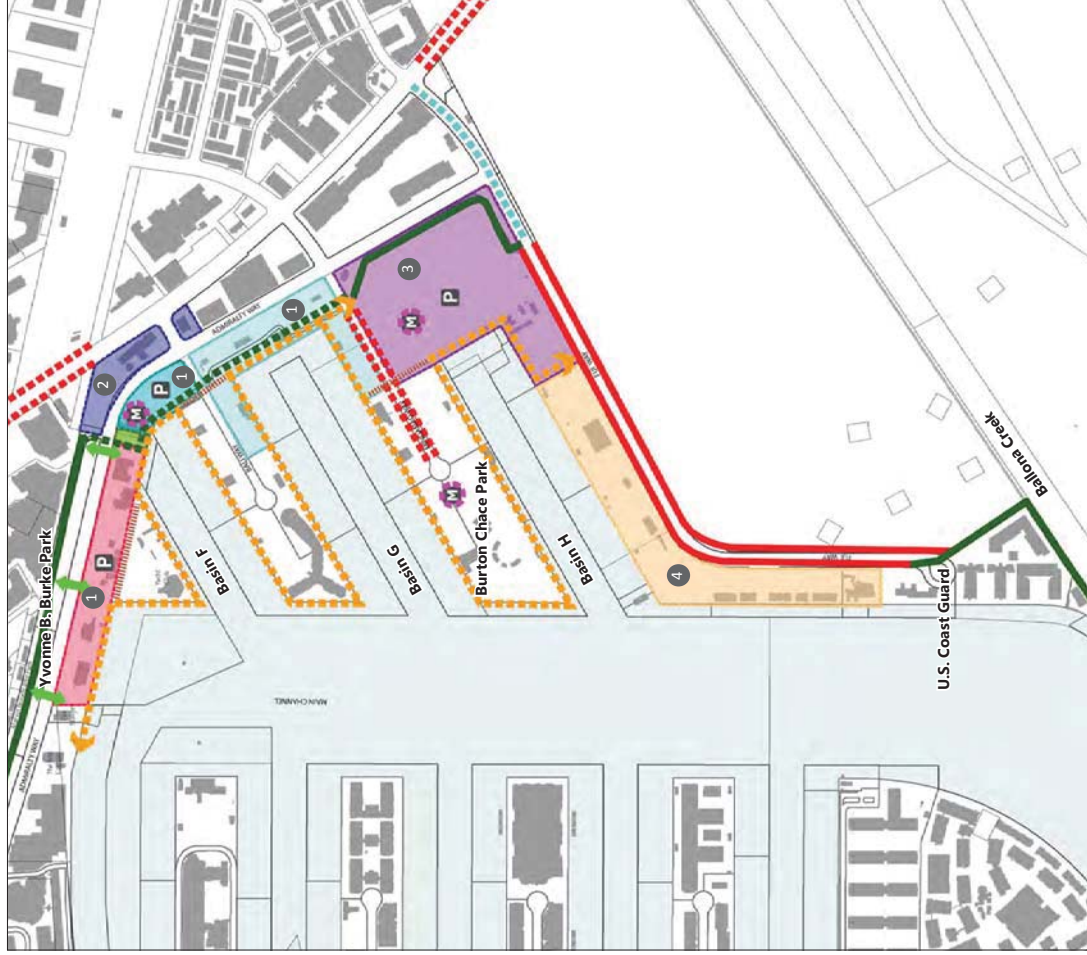


Figure 22: Alternative 3: Land Use and Urban Design Strategy

**LEGEND**

- Waterfront and Mix of Uses:**
- **Visitor-Serving Commercial:** emphasis on retail, restaurants and nightlife, e.g. bars and cocktail lounges
  - **Marine Commercial:** emphasis on boat storage, water-related transit stops and scenic boating, and parking for boating-related uses
  - **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
  - **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
  - **Water:** emphasis on wet slips, and dinghy docks
- Office Campus and Mix of Uses:**
- **Visitor-Serving Commercial:** emphasis on retail, cafés and nightlife
  - **Office:** emphasis on creative and/or medical offices and public open space
- Civic Center and Mix of Uses:**
- **Visitor-Serving Commercial:** emphasis on ground-level retail and cafés
  - **Parking:** emphasis on a shared parking structure for boating-related uses, and for the general public for commercial-related uses
  - **Public Facilities:** emphasis on administrative offices for Beaches and Harbors and other County agencies, and a visitor center
  - **Water:** emphasis on dinghy docks
- Public Gathering Space:**
- **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks, and view areas
  - **Water:** emphasis on dinghy docks
- Marine Commercial Mix of Uses:**
- **Visitor-Serving Commercial:** emphasis on retail and cafés
  - **Marine Commercial:** emphasis on water-related transit stops, and boater-related sites
  - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks, and view areas
  - **Water:** emphasis on wet slips
- Major Visitor-Serving Center Mix of Uses:**
- **Visitor-Serving Commercial:** emphasis on retail, restaurants, entertainment/major attractions, e.g. a theater, aquarium, art galleries, and nightlife
  - **Hotel:** emphasis on a high-end or select service hotel
  - **Marine Commercial:** emphasis on water-related transit stops, harbor cruises and scenic boating, and boater-related sales
  - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks, and view areas
  - **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
  - **Water:** emphasis on wet slips and dinghy docks
- Boat-Serving Mix of Uses:**
- **Marine Commercial:** emphasis on boater-related sales, service and operations
  - **Boat Storage:** emphasis on boat storage, launching, and parking
  - **Water:** emphasis on wet slips
- Mobility Hub:** Park, Office Facility, Bike Share stations, Bike parking, Car Share, Co-located Transit & Water Bus Stops, Wayfinding
- Shared Parking:** Surface Lot or Parking Structure
- 28-foot Waterfront Promenade**
- Potential Opportunities for Linkages to Waterfront Promenade**
- Proposed Signalized Pedestrian Crossing!**
- Bike Network:**
- Existing bike lane
  - Planned bike lane
  - Existing Bike Path
  - Proposed long-term bicycle network improvement (waterfront multi-use path)
  - Planned bike route
- T. sources: Marina del Rey, Mobility Plan, Preliminary Concepts, August 2013, PEIR & PEERS*

**9d. Restaurant Row and Bali Way/Fiji Way Focus Areas Alternative 4 Vertical Mix of Uses along the Restaurant Row Waterfront with Civic Center/Mobility Hub adjacent to the Park integrated with a Major Visitor-Serving Center (Figure 23)**

1. Reconfigure the area from the fire station to Mindanao Way into a waterfront mix of uses (1 to 5 stories), as follows:
  - a. The area from the fire station to Bali Way as an integrated mixed-use development including specialty retail, hotel, entertainment, and boating viewing facilities. The buildings and uses create linkages/pedestrian paseos throughout. This area can incorporate and amphitheater, ground-floor retail, restaurants/bars, with offices above (3 to 5-story structures with view corridors), a shared parking structure with a new restaurant on top of the parking structure, a select service hotel, and bioswales/vegetated swales for stormwater management. See Restaurant Row and Bali Way/Fiji Way Alternative 2 under 1a for additional details for this area.
  - b. The area between Bali Way and Mindanao Way, west of Admiralty Way, remains as Marine Commercial uses with some development and surface parking.
2. A civic center and Mobility Hub can be located north of Admiralty Way next to Yvonne Burke Park. The visitor center could be located here as an iconic building with exhibition hall, an education center or horticultural library. Linked to this visitor center will be the relocated and redesigned Marina del Rey Tabler library and other civic offices including Beaches and Harbors offices. A shared parking structure for the civic center hub and active uses on the south is provided on this site.
3. Locate a major visitor-serving tourists/retail center (1 to 4 stories with hotels being allowed to go higher than 4 stories) on the current boat launch site bounded by Mindanao Way, Admiralty Way, Fiji Way and Basin H.
  - a. This major center on the water will have waterfront activities including cafe/bistros with outdoor dining and retail.
  - b. New attractions such as an aquarium, performing arts center, interpretive center, entertainment uses, unique retail, cultural facilities, unique theater, specialized indoor and outdoor markets such as the Faneuil Hall in Boston or the Ferry Building in San Francisco and other visitor-serving uses should be included that appeal to both visitors and the local neighborhoods.
  - c. A high-end or select service hotel could also be considered for this site near Admiralty Way.
  - d. Limited boat storage could also be provided on this site.
  - e. A Mobility Hub with a shared parking structure, bike amenities, water taxi stop, wayfinding and other amenities are also possible.
4. The boat launch ramp and boater storage (1 to 4 stories) replace the visitor-serving retail and commercial uses at the Fisherman's Village site. Boat service uses remain.

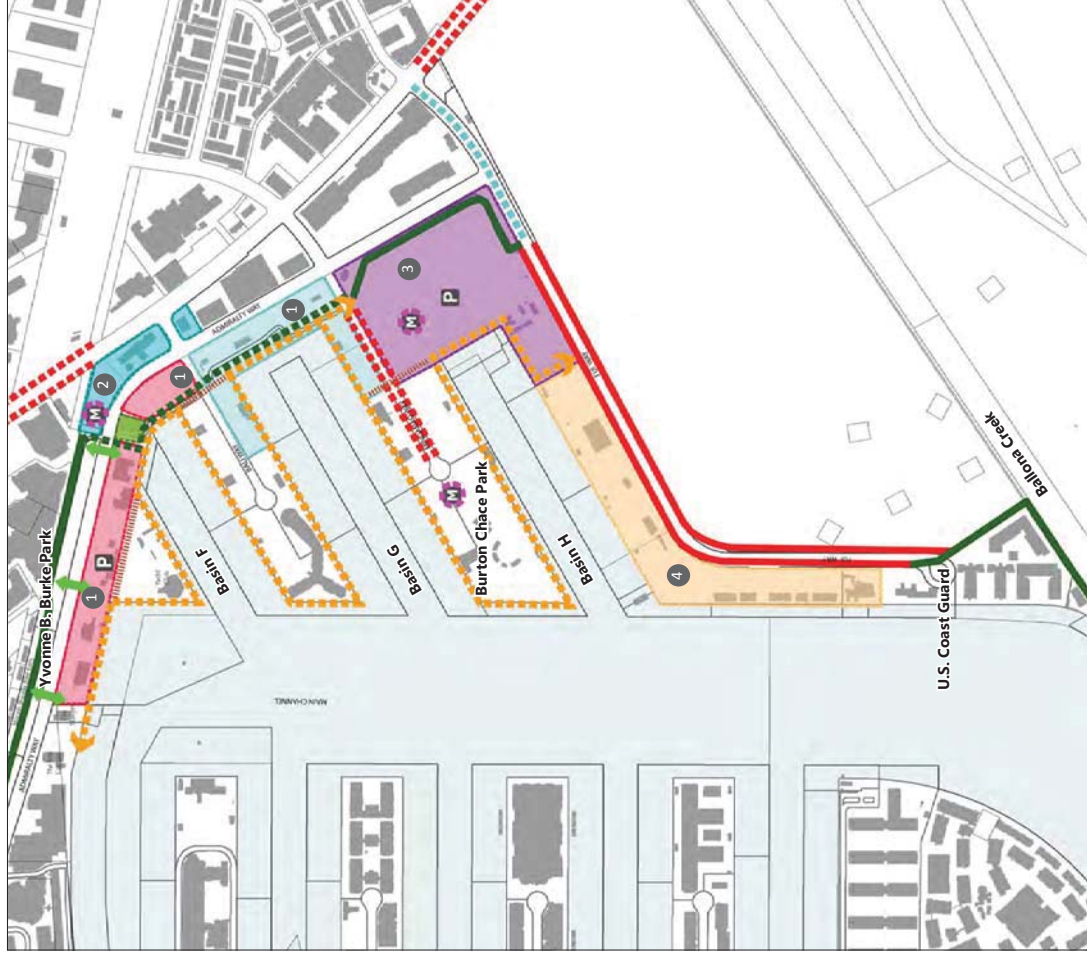


Figure 23: Alternative 4: Land Use and Urban Design Strategy

**LEGEND**

- Waterfront and Mix of Uses:**
- **Visitor-Serving Commercial:** emphasis on retail, restaurants and nightlife, e.g. bars and cocktail lounges
  - **Marine Commercial:** emphasis on boat storage, water-related transit stops and scenic boating, and parking for boating-related uses
  - **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
  - **Open Space:** emphasis on active space for public promenades, bicycle and pedestrian path rights-of-way, view parks and view areas
  - **Water:** emphasis on wet slips, and dinghy docks
- Civic Center and Mix of Uses:**
- **Visitor-Serving Commercial:** emphasis on ground-level retail and cafes
  - **Parking:** emphasis on a shared parking structure for boating-related uses, and for the general public for commercial-related uses
  - **Public Facilities:** emphasis on administrative offices for Beaches and Harbors and other County agencies, and a visitor center
- Public Gathering Space:**
- **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks, and view areas
  - **Water:** emphasis on dinghy docks
- Marine Commercial Mix of Uses:**
- **Visitor-Serving Commercial:** emphasis on retail and cafes
  - **Marine Commercial:** emphasis on water-related transit stops, and boater-related sales
  - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks, and view areas
  - **Water:** emphasis on wet slips
- Major Visitor-Serving Center Mix of Uses:**
- **Visitor-Serving Commercial:** emphasis on retail, restaurants, entertainment/major attractions, e.g. a theater, aquarium, art galleries, and nightlife
  - **Hotel:** emphasis on a high-end or select service hotel
  - **Marine Commercial:** emphasis on water-related transit stops, harbor cruises and scenic boating, and boater-related sales
  - **Open Space:** emphasis on active gathering space adjacent to public promenades, bicycle and pedestrian path rights-of-way, view parks, and view areas
  - **Parking:** emphasis on shared parking for boating-related uses, and for the general public for commercial-related uses, and integrated retail and nightlife
  - **Water:** emphasis on wet slips, and dinghy docks
- Boat-Serving Mix of Uses:**
- **Marine Commercial:** emphasis on boater-related sales, service and operations
  - **Boat Storage:** emphasis on boat storage, launching, and parking
  - **Water:** emphasis on wet slips
- Mobility Hub:** Park Once facility, Bike Share stations; Bike parking, Car Share, Co-located transit & Water Bus stops, Wayfinding
- Shared Parking:** Surface Lot or Parking Structure
- 28-foot Waterfront Promenade**
- Shared Parking:** Surface Lot or Parking Structure
- Proposed Signalized Pedestrian Crossing<sup>1</sup>**
- Bike Network<sup>2</sup>:**
- Existing bike lane
  - Planned bike lane
  - Existing Bike Path
  - Proposed long-term bicycle network improvement (waterfront multi-use path)
  - Planned bike route

1. source: Marina del Rey Mobility Plan Preliminary Concepts, August 2013, FEHR & PEERS