MARINA DEL REY DESIGN CONTROL BOARD
AGENDA

Wednesday, December 19, 2012, 1:30 p.m.

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

Audio

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

2. Approval of the October 17, 2012 Minutes

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

4. Consent Agenda
   The Chair may entertain a motion by a Board member at the beginning of the meeting to approve certain non-controversial agenda items as consent agenda items unless held by a Board member or member(s) of the public for discussion or separate action.

5. Old Business
   A. Parcel 64 – Archstone Breakwater – Consideration of new business identification signage and Design Control Board Review related thereto – DCB #10-015-B
      Attachment: Applicant Plans
   
   B. Parcel 145 – Hilton Garden Inn – Consideration of new hotel identification signage and Design Control Board Review related thereto – DCB #08-018-C
      Attachment: Applicant Plans
   
   C. Parcel 8 – Archstone Marina Bay – Consideration of new business identification signage and Design Control Board Review related thereto – DCB #08-010-D
      Attachment: Applicant Plans
   
   D. Report on Marina del Rey Mole Road Median Replacement Tree Palette
      Attachment: Landscape Plans
   
   E. Report on Marina del Rey Admiralty Way Street Improvement Project Median Tree Replacement Palette
      Attachment: Landscape Plans

6. New Business
   A. Parcel 56 – Marina del Rey Psychic – After-the-fact consideration of business identification signage and Design Control Board Review related thereto – DCB #12-012
      Attachment: Applicant Plans
   
   B. Parcel 76 – Prostate Oncology Specialists, Inc. – Consideration of new business identification signage and Design Control Board Review related thereto – DCB #12-015
      Attachment: Applicant Plans
7. **Staff Reports**

   A. Temporary Permits Issued by the Department

   B. Ongoing Activities Report
   - Board of Supervisors Actions on Items Relating to Marina del Rey
   - Regional Planning Commission’s Calendar
   - Coastal Commission’s Calendar
   - Small Craft Harbor Commission Minutes
   - Marina Design Guidelines Update
   - Redevelopment Project Status Report

   C. Marina del Rey and Beach Special Events

8. **Adjournment**

**PLEASE NOTE**

1. ADA ACCOMMODATIONS: If you require reasonable accommodations or auxiliary aids and services such as material in alternate format or a sign language interpreter, please contact the ADA (Americans with Disabilities Act) Coordinator at (310) 305-9538 (Voice) or (310) 821-1734 (TDD). The ADA coordinator may be reached by email at rstassi@bh.lacounty.gov.

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

All materials provided to the Design Control Board Members are available for public review, beginning the Friday prior to the meeting, at the **four Marina del Rey locations listed below**. The Department of Beaches and Harbors website also provides all reports and audio files from current and past meetings. Electronic copies of project submittals for Business Items referred to in this agenda will be available online for a two week period from the date of this agenda.

Please visit the Department of Beaches and Harbors Website Address at [http://marinadelrey.lacounty.gov](http://marinadelrey.lacounty.gov), or the Design Control Board Archive for more information.

**Department of Beaches and Harbors**

- MdR Visitors & Information Center
  - Administration Building
  - 13837 Fiji Way
  - Marina del Rey, CA 90292

- Burton Chace Park Community Room
  - 13650 Mindanao Way
  - Marina del Rey, CA 90292

**Lloyd Taber-Marina del Rey Library**

- 4533 Admiralty Way
- Marina del Rey, CA 90292

Si necesita asistencia para interpretar esta información, llame a este número: 310-822-4639.
DESIGN CONTROL BOARD MINUTES
October 17, 2012

Members Present: Peter Phinney, AIA, Chair (Fourth District); David Abelar, Member (Second District); Tony Wong, P.E, Member (Fifth District)

Members Absent: Helena Jubany, Vice Chair (First District); Simon Pastucha, Member (Third District)

Department Staff Present: Charlotte Miyamoto, Planning Division Chief; Michael Tripp, Planning Specialist; Yeni Maddox, Secretary

County Staff Present: Anita Gutierrez, Department of Regional Planning; Amy Caves, County Counsel

Guests Testifying: Tony Palermo, Tony P’s

1. Call to Order and Pledge of Allegiance
   Chair Phinney called the meeting to order at 1:35 PM

   Mr. Abelar moved to excuse the absence of Members Jubany and Pastucha, seconded by Mr. Wong and passed unanimously.

   Mr. Wong led the Pledge of Allegiance.

2. Approval of June 20, 2012 Minutes
   Mr. Wong moved to approve the June 20th meeting minutes, seconded by Chair Phinney and passed unanimously. September 19th meeting minutes will be posted for informational purposes only.

3. Public Comment
   None

4. Consent Agenda
   No Items

5. Old Business
   No Items

6. New Business
   A. Parcel 130 – Tony P’s – After-the-fact consideration of bicycle rack installation and Design Control Board Review related thereto – DCB#12-011

   Mr. Tripp presented the project staff report.

   Mr. Abelar stated that he personally measured the fish bike rack and found it to measure 70 inches instead of the stated 50 inches stated in Tony P’s staff report. He requested staff to correct the discrepancy.

   Ms. Miyamoto stated that the measurement of the fish bike rack was taken from the tallest point of the structure.

   For clarification purposes Chair Phinney asked if the rear blue portion of the fish bike rack measured 50 inches and if the measurement at the dorsal fin increased to approximately 6 feet.
Ms. Miyamoto replied to Chair Phinney’s question affirmatively.

Mr. Palermo stated that the staff report was complete and had nothing more to add.

**Public Comment**
None

**Board Comment**
Mr. Phinney reminded Mr. Palermo to obtain prior approval from the Board before construction or installation of any structure in the Marina.

**Mr. Wong moved to approve the project as submitted, seconded by Mr. Abelar and passed unanimously.**

B. **Election of Officers**

**Mr. Wong nominated Chair Phinney to be re-elected as Chairman and Ms. Jubany to be re-elected as Vice Chair of the Design Control Board for the period of October 17, 2012 until June 2013, seconded by Mr. Abelar and passed unanimously.**

7. **Staff Report**
All reports were received and filed.

**Public Comment**
Jon Nahhas commented on the lack of public involvement and public notification of DCB meetings, special meetings and Marina del Rey events, and about an e-mail sign-up on Beaches & Harbors website.

Chair Phinney would also like greater participation from the public and asked the other board members for their opinions.

Mr. Abelar replied that the e-mail sign-up on the website was a good idea.

Mr. Wong expressed that the Agenda to the DCB Meetings are published on Beaches and Harbors’ website and available within the required time limits.

Chair Phinney volunteered to meet with Mr. Nahhas to discuss ideas concerning the website and additional notifications of the DCB meetings.

Ms. Miyamoto informed the Board members that an e-mail blast notification goes out to the members of the public who have expressed interest in participation of the DCB meetings.

**Board Comment**
None

8. **Adjournment**
Mr. Phinney adjourned the meeting at 2:18 PM.

Respectfully Submitted,

Yeni S. Maddox
Secretary for the Design Control Board
Old Business:
5A - Parcel 64 - Archstone Breakwater
5B - Parcel 145 - Hilton Garden Inn
5C - Parcel 8 - Archstone Marina Bay

New Business:
6A - Parcel 56 - MdR Psychic
6B - Parcel 76 - Prostate Oncology Specialists, Inc.
December 13, 2012

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

SUBJECT: ITEM 5A – PARCEL 64 ARCHSTONE BREAKWATER – DCB #10-015-B CONSIDERATION OF NEW BUSINESS IDENTIFICATION SIGNAGE AND DESIGN CONTROL BOARD REVIEW RELATED THERETO

Item 5A on your agenda is a submittal from Archstone Breakwater, an existing apartment complex on Parcel 64 currently undergoing complete site renovation, seeking approval of a new design for a business identification sign. The apartment complex is located at the terminus of Fiji Way, at 13900 Fiji Way.

Business Monument Sign
The proposed freestanding monument sign will be located near the front entry driveway and within an existing landscaped area. The monument sign will be 3'10" tall by 5'10" long overall and will face the cul-de-sac at the end of Fiji Way. The sign will be made of brushed stainless steel with individual routed out lettering, which will read “ARCHSTONE” over the words “BREAKWATER” over the words “AT MARINA DEL REY” plus site address. “ARCHSTONE” will be in Sabon lettering, 4¾" tall with the rest of the words in Helvetica Neue lettering 4" tall except “AT MARINA DEL REY” which will be 2¾" tall. All lettering will have a black backing and will be individually illuminated with internal LED light to create a halo-glow effect on the brushed stainless steel sign face. The sign will also have simulated wood-grain decorator vinyl panels on both ends of the stainless steel face of the sign. Applicant proposes to illuminate the sign from dusk until dawn, daily.

Temporary Sign
Applicant is also requesting after-the-fact approval for a temporary sign installed in the same location as proposed for the permanent monument sign described herein. The temporary sign resembles the permanent monument sign's dimensions, location, design, lettering and colors, except that it includes a stainless steel laminate face affixed to wood posts with no electrical wiring or illumination. Applicant is requesting your Board’s approval to keep the temporary sign up until the permanent sign is approved and installed.

STAFF REVIEW
In November 2010 your Board approved a signage plan that included a business identification monument sign. Since that time the lessee has elected to propose a different sign design that is located as previously approved. The proposed business identification sign request is before your Board pursuant to Section 2.a. of the Revised Permanent Sign...
Controls and Regulations (Sign Controls). Staff finds that the dimensions and materials of the requested permanent sign meets the standards set forth in Sections 4 and 5 of the Sign Controls.

The Department recommends APPROVAL of DCB #10-015-B as submitted, with the condition that the Applicant obtains final approval from the Department of Regional Planning.

SHK:CM:il
December 13, 2012

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: ITEM 5B – PARCEL 145 HILTON GARDEN INN – DCB #08-018-C
CONSIDERATION OF NEW BUSINESS IDENTIFICATION SIGNAGE AND
DESIGN CONTROL BOARD REVIEW RELATED THERETO

Item 5B on your agenda is a submittal from Hilton Garden Inn (Applicant), an existing hotel on Parcel 145 currently undergoing complete site renovation, seeking approval of the hotel’s sign program with a total of five signs. The hotel, formerly the Marina International Hotel, is bordered by Washington Boulevard on the north, Palawan Way on west and Admiralty Way along the south, and is located at 4200 Admiralty Way.

Wall Signs
The Applicant is requesting approval of three wall signs located at the Washington Boulevard/Palawan Way and Admiralty Way/Palawan Way intersections, labeled Signs A and E on the plans, respectively, and one facing Admiralty Way near the front entry driveway labeled Sign D.

Sign A is a new 4’ high by 11’ long wall sign made of aluminum with a chrome finish and mounted to the exterior of a perimeter wall facing the intersection of Washington Boulevard and Palawan Way. The sign will contain halo illuminated reverse pan letters with polished stainless steel faces. The custom lettering for “Hilton” will be up to 10½” tall over the words “Garden Inn” in letters up to 15¼” tall. The sign will be mounted approximately 11’ above grade level and will be internally illuminated with white LED lighting.

Sign E is a new 3’-8¾” high by 15’-9¼” long wall sign containing individual halo illuminated reverse pan letters with polished stainless steel faces. Similar to Sign A, the custom lettering will read “Hilton” up to 16¾” tall over “Garden Inn” in letters up to 24¾” tall. The individual lettering will be mounted to a curved stucco-finished wall, will be located at 2’ above grade level and will be internally illuminated with white LED lighting.

Sign D is a new 4’-6” high by 8’ long single-faced ornamental garden wall sign consisting of a tempered frosted glass panel with a stainless steel frame and base. The custom lettering will read “Hilton” up to 7¾” tall over “Garden Inn” with letters up to 11¼” tall, and will be made of polished stainless steel. This ornamental sign will be placed in the landscaped area between the hotel main entry driveway and Admiralty Way. The glass
sign will have a glowing illumination effect through LED lighting along the inner edge of the steel frame border.

Freestanding Sign
Sign B is a new 2'-8¾" high by 6' long double-sided monument sign located near the parking garage driveway facing the alley and Washington Boulevard. The sign will be made of aluminum with pushed-thru acrylic letters and a wood finish background, and will identify the hotel's brand “Hilton” in 5½"-tall letters over “Garden Inn” in 8¼"-tall letters. The hotel's red logo, 15¼" square, will be just left of the lettering. The sign will be internally illuminated and will be visible mainly along west and eastbound Washington Boulevard.

Façade-Mounted Sign
Sign C is a façade-mounted sign along the eastern elevation of the hotel building facing the alley and near Admiralty Way. The sign will consist of individual halo-illuminated reverse pan letters with polished stainless steel faces spanning an area measuring 4' -3” high by 18’ wide. The words “Hilton” with letters up to 14¼" tall over “Garden Inn” with letters up to 28” tall, will be attached to the approved blue wall finish and color, 30’ above grade level. The individual lettering will be internally lit with white LED lighting.

Sign illumination
All proposed signs will be illuminated from dusk to dawn because of the hotel’s 24-hour schedule.

STAFF REVIEW
The proposed business identification signage request is before your Board pursuant to Section 2.a. of the Revised Permanent Sign Controls and Regulations (Sign Controls). Staff finds that the dimensions, materials and illumination schedule of the requested permanent signs meet the standards set forth in Sections 4 and 5 of the Sign Controls, and in general meet the design and quality standards of marina-wide signage.

The Department recommends APPROVAL of DCB #08-018-C as submitted, with the condition that the Applicant obtains final approval from the Department of Regional Planning before installation.

SHK:CM:il
December 13, 2012

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

SUBJECT: ITEM 5C – PARCEL 8 - ARCHSTONE MARINA BAY - DCB #08-010-D
CONSIDERATION OF SIGN PROGRAM AND DESIGN CONTROL BOARD
REVIEW RELATED THERETO

Item 5C on your agenda is a submittal from Archstone Marina Bay (Applicant), an existing
apartment complex currently undergoing complete site renovation, seeking approval of its
Parcel 8 sign program and temporary leasing signage. The sign program includes
business identification, directional and building address signs. The residential complex,
formerly the Bay Club on Tahiti Way, is located at 14015 Tahiti Way.

Façade-Mounted Business Identification Signs
The Applicant is proposing one façade-mounted business identification sign along the west
elevation of Building A, visible from Via Marina and Tahiti Way. The sign will have a
vertical design that clearly identifies the site and sets the tone for the typography, colors
and materials that are shared among the signs in this program. The sign will be fabricated
painted aluminum with internally illuminated body cabinet and halo edge accent element.
The overall vertical sign box dimensions will be 25'-6" high by 7'-3¼" wide, and all vertical
lettering will read “MARINA BAY”, routed out of body cabinet with push-thru translucent, 2'-
4"-wide white acrylic letters in NeutraTextPS Bold font, and “ARCHSTONE”, in 1'-4¼" –
wide fabricated aluminum, painted Dunn Edwards Rodeo color in Trajan Pro Bold font,
projecting vertically along the left side of the main cabinet. The main cabinet color will also
be painted Dunn Edwards Rodeo with a Dunn Edwards Marigold trim color. The sign will
be located at 6' above grade level.

A second façade-mounted business identification sign will be located along the front of the
clubhouse. Building C, immediately adjacent to an entry driveway on Tahiti Way. The sign
will match the materials, colors and design of the first sign above, except that this will be
horizontally affixed to a wall, will measure 3'-3" high by 12'-3" long overall and will be
located at 1'-8" above grade level. The lettering will read “ARCHSTONE”, in a projecting
manner above an internally illuminated cabinet sign in 7¼"-high Trajan Pro font. The
projecting lettering reading “ARCHSTONE” will not be illuminated. The cabinet sign will
contain lettering reading “MARINA BAY, in 1'-1½"-high NeutraTextPS Bold font, over
“APARTMENTS”, in 6"-high NeutraText PS Bold font.
Directional Signage
Three directional signs for the leasing office are proposed with two of the signs on either side of the main entry driveway on Tahiti Way and the third along the rear of the apartment building along Basin B. The two driveway signs will read “LEASING” in Dunn Edwards Rodeo color and NeutraTextPS Bold font, with either a left or right facing arrow in order to guide visitors toward the leasing office. The west elevation driveway sign is 1'-2" high and 9'-8½" long with lettering 10" high, 3'-7" above grade. The east elevation driveway sign is 1'-2" high and 7'-11½" long with lettering 10" high, 5'-3" above grade. The third leasing sign will be installed over the double doors leading to the leasing office along the Basin B elevation. The sign will measure 10" high and 7'-6" long with lettering 7½" high over a 2½" wide trim, 13'-7" above grade.

Address Numbering
Address numbering will be placed along each of the buildings' five entry portals facing Tahiti Way. All numbering will be 12" high, painted Dunn Edwards Rodeo or Pale Wheat color, in NetutraTextPS Demi font, and will be affixed to the building façades of all three buildings at approximately 15' above grade level.

Temporary Signs
The Applicant is also requesting approval of two types of temporary directional signs while the site is undergoing construction: one indicating the location of the leasing office, and the second identifying Americans with Disabilities Act (ADA) parking spaces.

Two leasing office post signs will read “ARCHSTONE”, in white Trajan Pro Bold font, over “MARINA BAY, in Dunn Edwards Rodeo color, over “LEASING”, in white NeutraTextPS Bold font, over a directional arrow. One sign will be located at the eastern-most corner of Building B, near the terminus of Tahiti Way, and the other will be located in front of Building C, adjacent to the entry driveway facing Tahiti Way. The posts will have a sign face measuring 3' high by 3' long and will be 2'-6" above grade level.

The two ADA parking signs will simply identify ADA parking spaces and will have a sign face measuring 2'-4" high by 1'-6" long. The lettering will read “PARKING” over “STALL” in white lettering over a blue background and will be 4'-7" above grade level overall.

Sign Illumination
The Applicant proposes to illuminate the main business identifications signs from dusk to dawn.

STAFF REVIEW
The proposed business identification sign request is before your Board pursuant to Section 2.a. of the Revised Permanent Sign Controls and Regulations (Sign Controls). Staff finds that the dimensions, materials and illumination schedule of the requested permanent signs meet the standards set forth in Sections 4 and 5 of the Sign Controls, and are in general design and quality standards of marina-wide signage.
The Department recommends APPROVAL of DCB #08-010-D as submitted, with the condition that the Applicant obtains final approval from the Department of Regional Planning before installation.

SHK:CM:il
December 13, 2012

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: ITEM 5D – REPORT ON MARINA DEL REY MOLE ROAD MEDIAN LANDSCAPE PALETTE

Item 5D on your agenda is an update on the Marina del Rey mole road median tree replacement palette. The Department is seeking your Board’s input on the type of replacement trees for the mole road medians.

Background
During the March 2012 DCB meeting, the Department reported to your Board the need to remove a total of 52 trees within six Marina del Rey mole roads: Mindanao Way, Bali Way, Palawan Way, Panay Way, Marquesas Way and Tahiti Way. These 52 trees were identified for removal due to the health of the tree or the damage it was causing to road improvements in a 2011 Marina del Rey Tree Risk Assessment Report prepared by the Department of Public Works.

The Department is moving forward with the removal of the 52 high-risk trees during this year’s non-nesting season, which ends on December 31, 2012. The work will be conducted in compliance with the policy contained in the Marina del Rey Local Coastal Program.

Replacement Trees
The existing variety of trees in the mole roads include Natal Coral Trees (Erythrina humeana), Rustyleaf Fig (Ficus rubiginosa), Cajeput trees (Melaleuca quinquenervia), New Zealand Christmas Trees (Metrosideros excelsus) and Mexican Fan Palms (Washingtonia robusta). The above-mentioned Assessment Report contained recommendations for replacement trees that included Australian Willow (Geijera parviflora), Elderberry (Sambucus), Catalina Cherry (Prunus ilicifolia lyonii), New Zealand Christmas Trees (Metrosideros excelsus), Tree Mallow (Lavatera arborea), Catalina Ironwood (Lyonothamnus floribundus), Hollyleaf Cherry (Prunus ilicifolia ssp. ilicifolia), Pacific Wax Myrtle (Myrica californica) and Summer Holly (Comarostaphylis diversifolia). The proposed replacement trees are California native or non-invasive, evergreen and salt tolerant species, and from the list of recommended species for Planting Zone 2, Immediate Coast, of the Los Angeles County Drought-tolerant and Native Landscape Planting Zone map.
Mindanao Way has a total of 24 trees located within the medians, which consist of two Rustyleaf Figs and 22 Cajeput Trees. Three Cajeput trees are recommended for removal. Trees on the various parcels along the road include California Pepper Trees, Eucalyptus, and Cajeput trees. Proposed replacement trees include Australian Willow, Elderberry and Catalina Cherry.

Bali Way has a total of 18 trees located within the medians, which consist of one Coral tree and 17 Cajeput trees. Eight Cajeput trees are recommended for removal. Trees on the various parcels along the road include California Pepper Trees, Eucalyptus and Cajeput trees. Proposed replacement trees include New Zealand Christmas Trees, Elderberry and Tree Mallow.

Palawan Way has a total of 43 trees located within the medians, all are Cajeput trees. Nine of those trees are recommended for removal. Trees on the various parcels along the road include Coral and Eucalyptus trees. Proposed replacement trees include Catalina Ironwood, Elderberry and Hollyleaf Cherry.

Panay Way has a total of 35 trees located within the medians, which consist of two Rustyleaf Figs and 33 Cajeput trees. Sixteen of the Cajeput trees are recommended for removal. Trees on the various parcels along the road include Palms and Olives. Proposed replacement trees include New Zealand Christmas Trees, Elderberry and Pacific Wax Myrtle.

Marquesas Way has a total of 42 trees located within the medians, which consist of three Rustyleaf Figs and 39 Cajeput trees. Eleven of the Cajeput trees are recommended for removal. Trees on the various parcels along the road include Bottlebrush, California Pepper Trees, and various types of Eucalyptus, Cajeput, Pine and Sycamore. Proposed replacement trees include Australian Willow, Hollyleaf Cherry and Elderberry.

Tahiti Way has a total of 50 trees located within the median, which consist of three Natal Coral Trees, 11 New Zealand Christmas Trees and 36 Mexican Fan Palms. Three New Zealand Christmas Trees and one Mexican Fan Palm are recommended for removal. Trees on the various parcels along the road consist of Pine, Jacarandas, Olives and Palms. Proposed replacement trees include Catalina Ironwood, Elderberry and Summer Holly.

Tree removal is the first step in the project to repair the mole roads. The repairs to the road improvements are planned to be completed by June 2013. Replacement trees will be planted after the repairs are completed.
December 13, 2012

TO: Design Control Board  
    Gary Jones
FROM: Santos H. Kreimann, Director
SUBJECT: ITEM 5E – REPORT ON MARINA DEL REY ADMIRALTY WAY MEDIAN TREE PALETTE

Item 5E on your agenda is an update by the Los Angeles County Department of Public Works (DPW) on the Admiralty Way medians replacement tree palette.

In March 2012, DPW presented the Admiralty Way median island landscaping replacement palette for your Board’s review. Some comments were provided and DPW returned to the Board in April 2012 to present the changes. The proposed tree palette had some native species as well as some non-native, drought tolerant species. DPW recently received the Board of Supervisor’s approval of the Mitigated Negative Declaration (MND) for the Admiralty Way Street Improvement Project. In that document it specified that the replacement trees will be California native species. In order to comply with the MND, DPW is returning to present the Board with a revised tree replacement palette for Admiralty Way that has both native and drought tolerant species. Those species include, but are not limited to, Island Manzanita, Laurel Sumac, Island Oak, Summer Holly, California Bay Laurel, Catalina Ironwood, and Catalina Ceanothus.

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

SUBJECT: ITEM 6A – PARCEL 56 - MARINA DEL REY PSYCHIC - DCB #12-012  
AFTER-THE-FACT CONSIDERATION OF BUSINESS IDENTIFICATION SIGNAGE AND DESIGN CONTROL BOARD REVIEW RELATED THERETO

December 13, 2012

Item 6A on your agenda is a submittal from Marina del Rey Psychic (Applicant), a new business located in Parcel 56, Fisherman’s Village, seeking after-the-fact approval for the installation of a new façade-mounted sign along the front elevation. The business is located at 13755 Fiji Way.

Façade Sign
The Applicant installed a new 4' high by 5' long façade-mounted business identification sign located along the east elevation facing Fiji Way. The sign box is 8” deep, is made of aluminum and has a clear lexan face with digitally printed vinyl. The printed vinyl reads the business name, “Marina Del Rey Psychic” in 11” Corsiva font over a graphic of a hand, palm up, 19” tall, over the phone number and web address in Trajan Pro font, 6” and 2.6” tall, respectively. On either side of the hand graphic are columns of words; “PAST” over “PRESENT” over “FUTURE” to the left of the hand, and “LIFE COACH over ‘CLAIRVOYANT’ over “LOVE SPECIALIST” to the right of the hand, in Trajan Pro lettering, 3.4” tall. The lettering is white with only the business name and phone number having a golden border around each letter, all on a Royal Blue background with a golden border.

The 4’ high by 5’ long façade-mounted sign is bolted to the wall, resting 14’8” above grade level, and is internally illuminated. The sign is proposed to be illuminated from 5pm to 9pm controlled with a timer.

STAFF REVIEW
Before the installation of new business identification signs, review and approval from your Board is required. Prior to the staff seeing the unapproved sign in place no communications had been received from the lessee about the sign. Because the installation of the business identification sign has already taken place, after-the-fact consideration and action is required. This project is subject to modifications as your Board deems appropriate. Fisherman’s Village does not have an overall sign program.
The Department recommends APPROVAL of DCB #12-012 as submitted, with the condition that the Applicant obtains final approval from the Department of Regional Planning and that the sign be illuminated only during business hours.

SHK:CM:il
December 13, 2012

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

SUBJECT: ITEM 6B – PARCEL 76 PROSTATE ONCOLOGY SPECIALISTS, INC. – DCB #12-015 – CONSIDERATION OF NEW BUSINESS IDENTIFICATION SIGNAGE AND DESIGN CONTROL BOARD REVIEW RELATED THERETO

Item 6B on your agenda is a submittal from Prostate Oncology Specialists, Inc. (Applicant), an existing tenant seeking approval of two business identification signs. The office is located on Parcel 76, Marina Towers, facing Admiralty Way and Lincoln Boulevard at 4676 Admiralty Way.

Window-Mounted Sign
Sign A is a vinyl window-mounted business identification sign facing Admiralty Way. The sign will be applied to an existing window panel and measure 2'-2" high by 4'-11" long overall. The sign will read “PROSTATE” over “ONCOLOGY” over “SPECIALISTS” in 6½" high Futura Book font and Sapphire Blue color. The sign will be applied on the center of the window panel at 6’ above grade level and will not be illuminated.

Façade-Mounted Sign
Sign B will be mounted to the façade above the double-door main entry to the Applicant’s office, facing the surface parking lot and Lincoln Boulevard. The sign consists of individual lettering that will be pin-mounted to the wall and will measure 1'-½" high by 4'-11" long overall. The lettering will read “PROSTATE” over “ONCOLOGY SPECIALISTS” in Futura Book font, 4¾"-high in solid brushed stainless steel. This façade-mounted sign will be placed 7'-6" above grade level and will not be illuminated.

STAFF REVIEW
The proposed business identification sign request is before your Board pursuant to Section 2.a. of the Revised Permanent Sign Controls and Regulations (Sign Controls). The proposed façade-mounted sign design and materials are consistent with a previously approved sign program for the site. The window-mounted vinyl sign will be the first of its kind within the Parcel 76 leasehold and was not included in the sign program. Both permanent sign requests, however, meet the standards set forth in Sections 4 and 5 of the Sign Controls.
The Department recommends APPROVAL of DCB #12-015 as submitted, with the condition that the Applicant obtains final approval from the Department of Regional Planning before installation.

SHK:CM:il
December 13, 2012

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

SUBJECT: ITEM 6C – CONSIDERATION OF THE 2013 DESIGN CONTROL BOARD MEETING SCHEDULE

The attached 2013 meeting and submittal filing schedule is provided for your consideration. All of the Design Control Board meetings are proposed to begin at 1:30 p.m. on the third Wednesday of each month at the Burton Chace Park Community Building, 13650 Mindanao Way, Marina del Rey, 90292. The proposed 1:30 p.m. meeting start time is consistent with the 2012 schedule.

As has previously been discussed by the Board, evening meetings may be arranged whenever there is an agenda item with broad community interest, such as the first time a development project is presented or policy initiatives by the Department of Beaches and Harbors or Department of Regional Planning are discussed.

SHK:il
Attachment
MARINA DEL REY DESIGN CONTROL BOARD

2013 MEETING AND SUBMITTAL FILING DEADLINES

The Design Control Board (DCB) will meet on the dates listed below. The filing deadline for any DCB meeting submittal is noon, four Wednesdays prior to the date of the meeting. Accordingly, the 2013 filing deadlines are as follows:

<table>
<thead>
<tr>
<th>Meeting Date</th>
<th>Filing Deadline</th>
</tr>
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<tbody>
<tr>
<td>January 16, 2013 @ 1:30 p.m.</td>
<td>December 19, 2012</td>
</tr>
<tr>
<td>February 20, 2013 @ 1:30 p.m.</td>
<td>January 23, 2013</td>
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MARINA DEL REY DESIGN CONTROL BOARD

2013 MEETING AND SUBMITTAL FILING DEADLINES

The Design Control Board (DCB) will meet on the dates listed below. The filing deadline for any DCB meeting submittal is noon, four Wednesdays prior to the date of the meeting. Accordingly, the 2013 filing deadlines are as follows:

<table>
<thead>
<tr>
<th>Meeting Date</th>
<th>Filing Deadline</th>
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December 13, 2012

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: ITEM 7A – TEMPORARY PERMITS ISSUED BY THE DEPARTMENT

Item 7A on your agenda is an update on permits that have been issued by the Department of Beaches and Harbors for temporary banners, signs and/or canopies. Since our October 17, 2012 report, the following permits have been issued:

TP 12-009 Sapori Italian Restaurant, Parcel 56. Approval to install one temporary tent in patio area. The tent measures 20 feet long by 20 feet wide by 13 feet high and will be white canopy-style with one transparent sidewall on the east side. The tent was approved from December 1, 2012 through January 1, 2013.

TP 12-010 Shores Marina del Rey, Parcels 100 and 101. Approval to place four (4) 3 feet high by 6 feet long temporary banners along existing construction fencing surrounding the property. The banners will include promotional slogans for Shores Marina del Rey and are approved from December 10, 2012 through January 9, 2013.

TP 12-011 Visitor’s Center, Parcel 49M, Beach Winter Wonderland Event. Approval to place a 2 feet high by 2 feet long temporary banner announcing a County-sponsored event in the Dockweiler Youth Center at Dockweiler State Beach. The event will be held on December 22, 2012 and the sign will be removed on December 23, 2012.

SHK:il
Attachments (3)
October 31, 2012

Ms. Jill Peterson  
Pacific Ocean Management  
13723 Fiji Way  
Marina del Rey, CA 90292

TEMPORARY TENT AT SAPORI RESTAURANT (PARCEL 56)  
(TP 12-009)

Dear Ms. Peterson,

By means of this letter, Sapori Italian Restaurant is permitted to place one tent on their patio area at 13723 Fiji Way, Marina del Rey, provided that the required permits from the County of Los Angeles Department of Public Works Building and Safety Division (310-534-3760) and the Fire Department (310-358-2380) are obtained prior to the erection of the tent. The tent will be 20-foot by 20-foot in size and will be a white canopy-style with one transparent sidewall on the east side. It will be 13 feet high at the center and 8 feet high at the edges, secured with 70-pound bases at each leg. The tent will be located according to the attached site plan.

The tent is permitted from December 1, 2012 through January 1, 2013. The tent must be removed by noon on January 2, 2012. Failure to remove the tent by this time will result in its removal and storage by the County of Los Angeles at your expense. Please note that public access along the waterfront promenade must be maintained during the timeframe of this permit. If you have any further questions or requests, please contact me at (310) 822-4639.

Very truly yours,

SANTOS H. KREIMANN, DIRECTOR

Ismael Lopez  
Planning Division

cc: Carlos Zimmerman  
    Seth Curtis  
    Ken Edson  
    Bob Nickens
November 26, 2012

Mr. David O. Levine  
Shores & Marina Harbor Apartments  
13928 Tahiti Way, #111  
Marina del Rey, CA 90292

Temporary Banners for Shores Marina del Rey (Parcels 100 and 101)  
(TP 12-010)

Dear Mr. Levine,

By means of this letter, Shores Marina del Rey is permitted to place four (4) temporary banners along the construction fencing of Parcels 100 and 101. The 3-foot by 6-foot banners will be attached with rope ties along fencing surrounding the properties at the intersection of Panay Way and Via Marina, along Via Marina, along the intersection of Via Marina and Marquesas Way and along the Marquesas and Dell Avenue intersection.

All four banners will be made of weatherproof vinyl and will include Shores Marina del Rey contact information plus promotional slogans and development name. The banner lettering will vary in height from two to four inches in white Gibson typeface. The four banners will be identical in size and design, but will vary in background color.

The banners are permitted from December 10, 2012 through January 9, 2013. All four banners must be removed by noon on January 10, 2013. One 30-day extension may be granted, provided that a written request is made to the Department before the original permit expires.
If you have any further questions, please contact me at (310) 822-4639.

Very truly yours,

SANTOS H. KREIMANN, DIRECTOR

Ismael Lopez
Planning Division

SHK:IL

cc: Carlos Zimmerman
    Seth Curtis
    Ken Edson
November 29, 2012

Ms. Peggy Smith
Dockweiler Youth Center
12505 Vista del Mar
Los Angeles, CA 90245

Temporary Banner for Beach Winter Wonderland Event (Parcel 49M)
(TP 12-011)

Dear Ms. Smith,

By means of this letter, Dockweiler Youth Center is permitted to place one temporary banner along a landscape portion of the Visitor Center building, near the Admiralty Way and Mindanao Way intersection. The sign will be located in the lawn area, will measure 2 feet high by 2 feet long, and will announce details of a public County-sponsored event at the Dockweiler Youth Center in Dockweiler State Beach, to be held on December 22, 2012, from 11am to 4pm. The banner will be made of vinyl, will have black Times New Roman font and includes a multi-colored graphic with kids playing in the snow.

The banner will be permitted from November 30, 2012 through December 23, 2012. If you have any further questions, please contact me at (310) 822-4639.

Very truly yours,

SANTOS H. KREIMANN, DIRECTOR

Ismael Lopez
Planning Division

cc: Carlos Zimmerman
    Seth Curtis
    Ken Edson
TO:     Design Control Board
FROM:  Gary Jones     for Santos H. Kreimann, Director

SUBJECT:  ITEM 7B - ONGOING ACTIVITIES REPORT

BOARD OF SUPERVISORS ACTIONS ON ITEMS RELATING TO MARINA DEL REY

On October 9, 2012, the Board adopted the Mitigated Negative Declaration for the
Admiralty Way Settlement Repair project, to reconstruct the existing roadway pavement
on Admiralty Way from 700 ft east of Palawan Way to 2,100 ft east of Palawan Way to
stem settlement of the pavement.

On October 30, 2012, the Board adopted the Mitigated Negative Declaration for the
Admiralty Way Street Improvement Project and Mitigation, Monitoring and Reporting
Program.

On November 13, 2012, the Board approved the Amendment of Option Agreement
Regarding Leasehold Interest for the leasehold on Parcels 42 and 43, granting to the
current lessee an extension for up to 24 months to obtain the remaining regulatory
approvals.

On November 20, 2012, the Board approved the lease option agreement to facilitate
redevelopment of Parcels 52R and GG (Boat Central), and to grant an extension for up
to 6 months to provide additional time for the completion of the Environmental Impact
Report certification for the project and for Boat Central to negotiate a new option
agreement and lease agreement with the County for the redevelopment of the parcels
as entitled.

On December 11, 2012, the Board adopted the Mitigated Negative Declaration for the
Marina West Shopping Center lease extension and renovation project, Parcel 95S.

REGIONAL PLANNING COMMISSION’S CALENDAR
No actions on items of general interest relating to Marina del Rey were considered since
the October 17, 2012 meeting.

COASTAL COMMISSION’S CALENDAR
On December 12, 2012, the Commission heard the appeal by We Are Marina del Rey
and the Wetlands Defense Fund on the County’s proposed project to construct a public
Design Control Board  
December 13, 2012  
Item 7B  
Page 2

upland and wetland park and adjacent 28 ft.-wide waterfront public pedestrian promenade on Parcel 9. The Commission found that the appeal raised a substantial issue related to the previous delineation, then held a de novo hearing and approved a revised project.

**SMALL CRAFT HARBOR COMMISSION**
The November and December 2012 meetings have been cancelled and the October 2012 minutes have not yet been approved.

**MARINA DESIGN GUIDELINES UPDATE**
Staff continues to complete the directed amendments to the draft design guidelines.

**REDEVELOPMENT PROJECT STATUS REPORT**
The current Marina del Rey Redevelopment Project Descriptions and Status of Regulatory/Proprietary Approvals report is attached.

SHK:CM:il

Attachment
Marina del Rey Redevelopment Projects
Descriptions and Status of Regulatory/Proprietary Approvals
As of December 31, 2012
Regulatory Matters

3 15-18 feet wide waterfront promenade
3 9,109 s.f. visitor serving commercial space
3 Build 282-new visitor serving commercial and dry storage buildings
3 3,500 square feet of retail space
3 New marina
3 81.5’ high boat storage building
3 Parking
3 Site plan approval
3 Lessee Name/

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December 13, 2012

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

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

MARINA DEL REY

FISHERMAN'S VILLAGE WEEKEND CONCERT SERIES
Sponsored by Pacific Ocean Management, LLC
All concerts from 1:00 p.m. - 4:00 p.m.

Saturday, December 15
2Azz1, playing Smooth jazz

Sunday, December 16
Upstream, playing Reggae

Saturday, December 22
Soul Dogs, playing R&B

Sunday, December 23
Brazil Brasil, playing Bossa nova/samba

Saturday, December 29
The Kid & Nic Show, playing American

Sunday, December 30
Susie Hansen’s Latin Jazz Band, playing Latin Jazz

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

“MAKE IT AND TAKE IT” CRAFT CLASS FOR KIDS
Dockweiler Youth Center ♦ 12505 Vista del Mar ♦ Los Angeles, CA 90245
Saturdays: 11:00 a.m. – 1:00 p.m.

Los Angeles County Department of Beaches and Harbors is offering a FREE craft class for kids. Come sit by the ocean at Dockweiler Beach to learn about the marine environment and make a craft project. For children up to 12 years old. Children must be accompanied by an adult.

For more information call: (310) 726-4128

BEACH WINTER WONDERLAND
Dockweiler Youth Center ♦ 12505 Vista del Mar ♦ Los Angeles, CA 90245
Saturday, December 22 - 11:00 a.m. – 1:00 p.m.

Los Angeles County Department of Beaches and Harbors is hosting a Winter Wonderland at Dockweiler Youth Center. This community event is FREE of charge and features bouncers, REAL SNOW and other activities.

For more information call: (310) 726-4128

SHK:CB:cm