



Caring for Your Coast

\*\*\*  
**Gary Jones**  
Director

**Kerry Silverstrom**  
Chief Deputy

**John Kelly**  
Deputy Director




**Brock Ladewig**  
Deputy Director

## MARINA DEL REY DESIGN CONTROL BOARD AGENDA

Wednesday, November 19, 2014, 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 September 17, 2014 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. Marina del Rey 50<sup>th</sup> Anniversary – Further consideration of seasonal event signage and Design Control Board Review related thereto – DCB #13-016-C [Attachment: Applicant Plans](#)
6.  **New Business**  
A. Parcel 95 – Epstein & Associates – Consideration of new tenant signage – DCB #14-008  
[Attachment: Applicant Plans](#)  
B. Parcel 50 – Paper Source – Consideration of new tenant signage – DCB #14-009  
[Attachment: Applicant Plans](#)  
C. Report by the Department of Beaches and Harbors on Chase Bank signage  
D. 2015 Design Control Board Meeting Schedule [Attachment: Applicant Plans](#)  
E. 2015 Design Control Board Meeting Commemoration of Historic Figures and Events
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
- Future Major DCB Agenda Items
- Small Craft Harbor Commission Minutes
- Marina Design Guidelines Update
- Redevelopment Project Status Report
- Marina del Rey Visioning Process
- Venice Dual Force Main Project

C. Marina del Rey 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 (TTY/TDD) users, please call the California Relay Service at 711. The ADA coordinator may be reached by email at [rstassi@bh.lacounty.gov](mailto: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>, or the [Design Control Board Archive](#) for more information.

Department of Beaches and Harbors  
Administration Building  
13837 Fiji Way  
Marina del Rey, CA 90292

MdR Visitors & Information Center  
4701 Admiralty Way  
Marina del Rey, CA 90292

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

Lloyd Taber-Marina del Rey Library  
4533 Admiralty Way  
Marina del Rey, CA 90292

**DESIGN CONTROL BOARD MINUTES**  
**September 17, 2014**

**Members Present:** Peter Phinney, AIA, Chair (Fourth District); Helena Jubany, FAIA, Vice Chair (First District); Tony Wong, P.E., Member (Fifth District)

**Members Absent:** Simon Pastucha, Member (Third District)

**Department Staff Present:** Gary Jones, Director; Charlotte Miyamoto, Planning Division Chief; Michael Tripp, Planning Specialist; Ismael Lopez, Planner; Yeni Maddox, Secretary

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

**Guests Testifying:** Adam Wodka, Signs Now Marina del Rey; Catrina Love, Department of Beaches and Harbors; Brittany Barker, Department of Public Works; Abid Chowdhry, City of Los Angeles-Bureau of Engineering; Darshna Patel, City of Los Angeles-Bureau of Engineering; Dr. Jan Green Rebstock, City of Los Angeles-Bureau of Engineering

**1. Call to Order and Pledge of Allegiance**

Chair Phinney called the meeting to order at 1:33 PM

**On a motion of Mr. Wong, seconded by Vice Chair Jubany, the absence of Mr. Pastucha was excused.**

**Ayes: 3 – Chair Phinney, Vice Chair Jubany, and Mr. Wong**

Mr. Wong led the Pledge of Allegiance.

Chair Phinney requested a change in the order of the agenda so that New Business Item 6A would be heard first. The Board unanimously agreed to Chair Phinney's request.

**2. Approval of August 20, 2014 minutes.**

**On a motion of Mr. Wong, seconded by Vice Chair Jubany, the August 20, 2014 minutes were approved.**

**Ayes: 3 – Chair Phinney, Vice Chair Jubany, and Mr. Wong**

**3. Public Comment**

Suzanne Cummings expressed opposition to the Mariner's Village project.

Art Ford expressed his support of Ms. Cummings' comments.

**4. Consent Agenda**

None

**5. Old Business**

A. Parcel 49S – Marina del Rey Launch Ramp – Further consideration of renovation project credit sign and Design Control Board Review related thereto – DCB #14-004

Mr. Lopez presented the project staff report.

**Public Comment**

None

**Board Comment**

Vice Chair Jubany expressed support for approval of the revised sign's more modern design.

**On a motion of Mr. Wong, seconded by Vice Chair Jubany, the item was approved as submitted.**

**Ayes: 3 – Chair Phinney, Vice Chair Jubany, and Mr. Wong**

B. Parcel 95 – QART.com – Further consideration of new tenant signage and Design Control Board Review related thereto – DCB #14-007

Mr. Lopez presented the project staff report.

**Public Comment**

None

**Board Comment**

Vice Chair Jubany asked the applicant for the reasoning behind the removal of the sign's initial color scheme presented at the last meeting.

Mr. Wodka replied that his clients desired a bolder design, and a black and white sign better met this objective.

Chair Phinney asked why the pole sign had two different designs on each side.

Mr. Wodka replied that the view of the east-facing sign was partially obstructed so the applicant chose a different design to highlight the "QART.com" text.

Vice Chair Jubany expressed her preference for the ocean facing design on both sides of the sign.

**On a motion of Chair Phinney, seconded by Vice Chair Jubany, the item was approved as submitted with the exception that only the ocean facing sign version is to exist on both sides of the pole sign.**

**Ayes: 3 – Chair Phinney, Vice Chair Jubany, and Mr. Wong**

Mr. Wodka inquired about what procedure the applicants would need to follow if they decided to dispute the exception to the approval.

Chair Phinney responded that the applicant would need to return before the Design Control Board for approval.

C. Marina del Rey Farmers' Market and 50<sup>th</sup> Anniversary – Further consideration of seasonal event signage and Design Control Board Review related thereto – DCB #13-016-C

Mr. Lopez presented the project staff report.

Vice Chair Jubany inquired about the approximate time frame of the 50<sup>th</sup> Anniversary banners' removal.

Catrina Love replied that they would like to keep the banners up through the year 2015.

Vice Chair Jubany also inquired about the removal of the Beach Eats! banners.

Catrina replied that the banners will remain until January 31, 2015.

**Public Comment**

Jon Nahhas commented on the advertising of the Farmers' Market and the Marina del Rey's 50<sup>th</sup> Anniversary.

**Board Comment**

Mr. Wong stated that the 50<sup>th</sup> Anniversary banners were a good idea and did not object to exchanging the temporary signs.

Vice Chair Jubany commented that the existing installed banners were too small and asked if the proposed signs could be increased in size.

Catrina Love stated that the County's Department of Public Works (DPW) limits the banner size on the light poles to 18 square feet. The proposed banners are 6' high by 3' feet wide. She added that the banner size could be increased to 9' high by 2' wide, however the banners would be harder to read.

Vice Chair Jubany stated that the banners she'd observed throughout the city are lower, larger, and have more presence.

Catrina Love stated that DPW does not allow signs to be placed any lower than currently placed.

Chair Phinney asked Department of Regional Planning (DRP) staff if they had any purview over road way signs.

Anita Gutierrez replied that only DPW has purview of signs in the road right of way.

Chair Phinney requested that DPW address the Board to explain the reasoning behind the 18 square foot banner limit.

Vice Chair Jubany stated that it would be nice to have larger signs and requested to increase the square footage.

Catrina Love stated that Department staff would work with DPW on increasing the banner size.

Chair Phinney asked the applicant if there would be any issues if the Board deferred the approval until the following month.

Catrina Love stated that it was preferred for the Board to approve the extension of the Farmers' Market banners at the current meeting.

Pamela Manning stated that she would obtain a letter from the DPW's Traffic and Lighting Division advising what could be done about the size of the banner signs by the next DCB meeting.

Chair Phinney stated that he would prefer to have someone from DPW present at the next DCB meeting on the banner size issue and stated that he had no objection to granting the extension of the Farmers' Market banners.

Pamela Manning asked if the Board would still want DPW staff to present at the next meeting if the request to amend the size was granted.

Chair Phinney replied that if the request to increase the banners to three times the current size was approved then they would not need to address the Board.

Catrina Love asked if there could be further consideration on the design of the 50<sup>th</sup> anniversary banners.

Chair Phinney asked if the applicant was permitted a larger banner would they want to re-design the sign.

Catrina Love answered affirmatively.

**On a motion of Vice Chair Jubany, seconded by Chair Phinney, the item was continued to the next meeting and the extension of the existing Farmers' Market banners was approved.**

**Ayes: 3 – Chair Phinney, Vice Chair Jubany, and Mr. Wong**

**6. New Business**

**A. Presentation by the Department of Public Works on Marina del Rey Infrastructure Projects**

Mr. Lopez introduced the item.

Pamela Manning and Brittany Barker from DPW presented the item.

**Public Comment**

Art Ford commented on the Via Marina Street Improvement Project and removal of the large mature coral trees.

Suzanne Cummings agreed with Mr. Ford's comments about the coral trees and spoke about the Oxford Basin project vegetation.

**Board Comment**

Chair Phinney stated that his recollection was that the coral trees' removal was due to the intrusive roots degrading surrounding pavement.

Brittany Barker replied that Chair Phinney was correct, and stated that due to the community's feedback about the conditions of the current pavement along Via Marina, the decision was made to completely resurface the roadway, and to resolve the cause of the damages as well.

Chair Phinney agreed with the public comment and expressed his disappointment regarding the type of trees being installed. He stated that the new trees are considerably smaller than what was proposed and advised that for future projects, the applicants generate more accurate renderings.

Christian Lim stated that one of the main objectives of the project was to improve the overall habitat quality within the Oxford Basin by replacing existing non-native vegetation with native vegetation. He added that a biologist was hired to monitor the project.

**B. Presentation by the City of Los Angeles Bureau of Engineering on the Venice Dual Force Main Project**

Mr. Lopez introduced the item.

Abid Chowdhry, Darshna Patel, and Dr. Jan Green Rebstock of the City of Los Angeles presented the item.

**Public Comment**

Art Ford asked about the start date of the project on Lot 13, the work hours of the project, and if a CDP was filed.

Jon Nahhas asked the Board for their assistance in obtaining details of this project.

Tim Riley asked how the actions taken would minimize impacts on the residents and invited the City's staff to a Lessees Association meeting to discuss these concerns.

**Board Comment**

Abid Chowdhry stated that the Board's input would be appreciated in terms of tree replacements and suggestions on how to minimize the impact to the community.

Mr. Wong asked if the information was presented to the Board approximately a year ago and asked if there were any previous minutes with the information.

Mr. Lopez stated that there was no previous discussion on this project. The previous project presented was the Waterline project, a County project. The Dual Force Main was a City project.

Mr. Wong recommended that the City focus on public outreach. He also stated that the DCB does not support any tree cutting without knowledge of the impact to the birds and suggested that the City provide a tributary sewer because the City requires a sewer study, which involves what area contributes the flow in to this line.

Chair Phinney recommended boxing and replanting the removed trees in place to minimize impacts. He also reiterated Mr. Wong's comment about public outreach and suggested having public meetings and to make sure to reach out to all the impacted residents.

Ms. Miyamoto stated that the DBH would provide the City with an e-mail list of the constituents who have expressed interest in receiving notifications about Marina matters and stated that she would reach out to the current lessees on Via Marina that would be impacted.

Chair Phinney expressed his concern about the safeguards in place for the trenching under the channel, in the event that the force main breaks.

Abid Chowdhry replied that there would be a dual pass underneath the channel and the City would micro-tunnel 40' to 60' below the channel floor. The force main would be 54" in diameter and the shaft will be 16' to 24' feet in diameter.

Abid Chowdhry also stated that there would be a lot of public outreach.

Vice Chair Jubany expressed her support for the other Board Member's comments and asked for the status on the design process.

Abid Chowdhry replied that they are currently in the permitting phase and the design is completed.

Vice Chair Jubany asked if they have enough detailed information that can be shared with everyone.

Abid Chowdhry replied affirmatively and stated that they would try to implement the tree suggestion, if funding permits, and stated that there would be visuals available at future public meetings depicting the proposed project.

Dr. Jan Green Rebstock introduced the Public Outreach Consultant, Trisha Murakawa, Tonya Durrel, and Danielle Sevilla.

Trisha Murakawa spoke about their community outreach efforts and reassured the Board that they are working closely with the community.

Chair Phinney asked Trisha Murakowa to work with Charlotte Miyamoto to obtain email and mailing lists.

C. Presentation by the Department of Regional Planning on Freestanding Sign Regulations

Mr. Lopez introduced the item.

Ms. Gutierrez presented the report.

Mr. Wong asked if free-standing pole signs are permitted per County code.

Ms. Gutierrez answered affirmatively.

**Public Comment**

Jon Nahhas spoke about the need for updated design guidelines.

Patricia Younis spoke about the Marina's outdated signs and revising the sign code.

**Board Comment**

Chair Phinney inquired about the status of the design guidelines and suggested that the ordinance be updated to prohibit pole signs specifically in the Marina.

Mr. Jones replied that the design guidelines was a very significant element to the Marina del Rey Vision Statement.

Mr. Tripp added that the Vision Statement went before the Regional Planning Commission in September and would go before the Board of Supervisors in October. He also stated that if the Supervisors approved it, the Department would start implementing one of the short term goals of the Vision Statement, which is to update the design guidelines.

7. **Staff Report**

A. Temporary Permits Issued By The Department

Mr. Lopez reported that there were no temporary permits issued.

**Public Comment**

None

B. Ongoing Activities Report

Mr. Jones mentioned that the Vision Statement's most recent version was presented before the Regional Planning Commission and that they referred it to the Board of Supervisors for their review and action. It should be on the Board's agenda by the end of October

Ms. Gutierrez mentioned that the second scoping meeting for the Mariner's Village project was well attended and that new issues were discussed. She added that the new issues would be incorporated into the Draft Environmental Impact Report (DEIR).

All other reports were received and filed.

**Public Comment**

Jon Nahhas spoke about the Brown Act and the Vision Statement process.



C. Marina del Rey Special Events

Mr. Jones stated that the summer concert series was successfully completed, that Discover Marina del Rey would be held on Sunday, October 12<sup>th</sup>, and that a movie would be shown at Chace Park to celebrate Halloween.

**Public Comment**

Patricia Younis announced that the Marina del Rey Historical Society event "Tribute!" honoring Jerry B. Epstein for his contributions to Marina del Rey would take place on October 24<sup>th</sup> at 6 p.m.

Tim Riley reiterated Ms. Younis comments.

Jon Nahhas spoke about recognizing individuals that assisted in developing Marina del Rey and music genres at the concerts.

Chair Phinney asked staff about the Chase Bank sign located on Lincoln Blvd. He mentioned that he did not recall approving the sign and asked staff to report on the matter.

Amy Caves replied that discussing this item at the current meeting would be a violation of the Brown Act as it was not included on the agenda, however the Board could ask staff to report back at the next meeting.

**On a motion of Chair Phinney, seconded by Vice Chair Jubany the Board voted to place a report on the Chase Bank sign on the next agenda.**

**Ayes: 3 – Chair Phinney, Vice Chair Jubany, and Mr. Wong**

Chair Phinney suggested that the DCB acknowledge the 50<sup>th</sup> anniversary throughout the next year and suggested that each meeting (12 meetings) be dedicated to a historical event or person that has made an impact on the Marina.

**On a motion of Chair Phinney, seconded by Vice Chair Jubany the Board voted to place on the agenda for the next meeting, a discussion item on dedicating each of the 12 meetings in 2015 to a different historical event or person that made an impact in Marina del Rey.**

**Ayes: 3 – Chair Phinney, Vice Chair Jubany, and Mr. Wong**

8. **Adjournment**

**Chair Phinney adjourned the meeting at 3:42 PM.**

Respectfully Submitted,

Yeni Maddox  
Secretary for the Design Control Board

**DESIGN CONTROL BOARD MINUTES**  
**September 17, 2014**

**Members Present:** Peter Phinney, AIA, Chair (Fourth District); Helena Jubany, FAIA, Vice Chair (First District); Tony Wong, P.E., Member (Fifth District)

**Members Absent:** Simon Pastucha, Member (Third District)

**Department Staff Present:** Gary Jones, Director; Charlotte Miyamoto, Planning Division Chief; Michael Tripp, Planning Specialist; Ismael Lopez, Planner; Yeni Maddox, Secretary

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

**Guests Testifying:** Adam Wodka, Signs Now Marina del Rey; Catrina Love, Department of Beaches and Harbors; Brittany Barker, Department of Public Works; Abid Chowdhry, City of Los Angeles-Bureau of Engineering; Darshna Patel, City of Los Angeles-Bureau of Engineering; Dr. Jan Green Rebstock, City of Los Angeles-Bureau of Engineering

**1. Call to Order and Pledge of Allegiance**

Chair Phinney called the meeting to order at 1:33 PM

**On a motion of Mr. Wong, seconded by Vice Chair Jubany, the absence of Mr. Pastucha was excused.**

**Ayes: 3 – Chair Phinney, Vice Chair Jubany, and Mr. Wong**

Mr. Wong led the Pledge of Allegiance.

Chair Phinney requested a change in the order of the agenda so that New Business Item 6A would be heard first. The Board unanimously agreed to Chair Phinney's request.

**2. Approval of August 20, 2014 minutes.**

**On a motion of Mr. Wong, seconded by Vice Chair Jubany, the August 20, 2014 minutes were approved.**

**Ayes: 3 – Chair Phinney, Vice Chair Jubany, and Mr. Wong**

**3. Public Comment**

Suzanne Cummings expressed opposition to the Mariner's Village project.

Art Ford expressed his support of Ms. Cummings' comments.

**4. Consent Agenda**

None

**5. Old Business**

A. Parcel 49S – Marina del Rey Launch Ramp – Further consideration of renovation project credit sign and Design Control Board Review related thereto – DCB #14-004

Mr. Lopez presented the project staff report.

**Public Comment**

None

**Board Comment**

Vice Chair Jubany expressed support for approval of the revised sign's more modern design.

**On a motion of Mr. Wong, seconded by Vice Chair Jubany, the item was approved as submitted.**

**Ayes: 3 – Chair Phinney, Vice Chair Jubany, and Mr. Wong**

B. Parcel 95 – QART.com – Further consideration of new tenant signage and Design Control Board Review related thereto – DCB #14-007

Mr. Lopez presented the project staff report.

**Public Comment**

None

**Board Comment**

Vice Chair Jubany asked the applicant for the reasoning behind the removal of the sign's initial color scheme presented at the last meeting.

Mr. Wodka replied that his clients desired a bolder design, and a black and white sign better met this objective.

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Mr. Wodka replied that the view of the east-facing sign was partially obstructed so the applicant chose a different design to highlight the "QART.com" text.

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C. Marina del Rey Farmers' Market and 50<sup>th</sup> Anniversary – Further consideration of seasonal event signage and Design Control Board Review related thereto – DCB #13-016-C

Mr. Lopez presented the project staff report.

Vice Chair Jubany inquired about the approximate time frame of the 50<sup>th</sup> Anniversary banners' removal.

Catrina Love replied that they would like to keep the banners up through the year 2015.

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**Public Comment**

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**Board Comment**

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**Board Comment**

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**Public Comment**

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Jon Nahhas asked the Board for their assistance in obtaining details of this project.

Tim Riley asked how the actions taken would minimize impacts on the residents and invited the City's staff to a Lessees Association meeting to discuss these concerns.

**Board Comment**

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Chair Phinney asked Trisha Murakowa to work with Charlotte Miyamoto to obtain email and mailing lists.

C. Presentation by the Department of Regional Planning on Freestanding Sign Regulations

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7. **Staff Report**

A. Temporary Permits Issued By The Department

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**Public Comment**

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B. Ongoing Activities Report

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All other reports were received and filed.

**Public Comment**

Jon Nahhas spoke about the Brown Act and the Vision Statement process.

C. Marina del Rey Special Events

Mr. Jones stated that the summer concert series was successfully completed, that Discover Marina del Rey would be held on Sunday, October 12<sup>th</sup>, and that a movie would be shown at Chace Park to celebrate Halloween.

**Public Comment**

Patricia Younis announced that the Marina del Rey Historical Society event "Tribute!" honoring Jerry B. Epstein for his contributions to Marina del Rey would take place on October 24<sup>th</sup> at 6 p.m.

Tim Riley reiterated Ms. Younis comments.

Jon Nahhas spoke about recognizing individuals that assisted in developing Marina del Rey and music genres at the concerts.

Chair Phinney asked staff about the Chase Bank sign located on Lincoln Blvd. He mentioned that he did not recall approving the sign and asked staff to report on the matter.

Amy Caves replied that discussing this item at the current meeting would be a violation of the Brown Act as it was not included on the agenda, however the Board could ask staff to report back at the next meeting.

**On a motion of Chair Phinney, seconded by Vice Chair Jubany the Board voted to place a report on the Chase Bank sign on the next agenda.**

**Ayes: 3 – Chair Phinney, Vice Chair Jubany, and Mr. Wong**

Chair Phinney suggested that the DCB acknowledge the 50<sup>th</sup> anniversary throughout the next year and suggested that each meeting (12 meetings) be dedicated to a historical event or person that has made an impact on the Marina.

**On a motion of Chair Phinney, seconded by Vice Chair Jubany the Board voted to place on the agenda for the next meeting, a discussion item on dedicating each of the 12 meetings in 2015 to a different historical event or person that made an impact in Marina del Rey.**

**Ayes: 3 – Chair Phinney, Vice Chair Jubany, and Mr. Wong**

8. **Adjournment**

**Chair Phinney adjourned the meeting at 3:42 PM.**

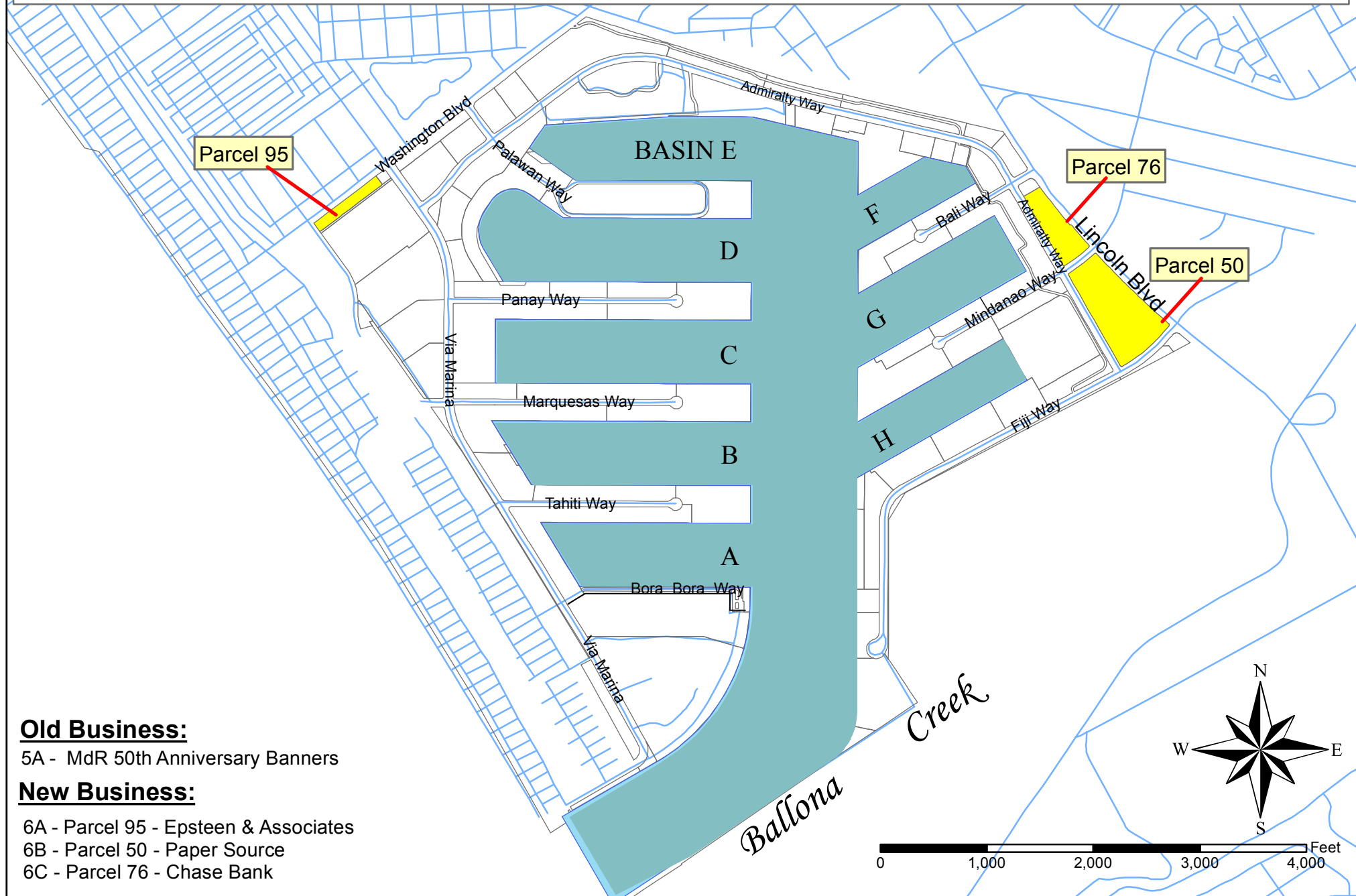
Respectfully Submitted,

Yeni Maddox  
Secretary for the Design Control Board





# Locations of November 19, 2014 DCB Items



## Old Business:

5A - MdR 50th Anniversary Banners

## New Business:

6A - Parcel 95 - Epstein & Associates

6B - Parcel 50 - Paper Source

6C - Parcel 76 - Chase Bank



Caring for Your Coast

**Gary Jones**  
Director

**Kerry Silverstrom**  
Chief Deputy

**John Kelly**  
Deputy Director

**Brock Ladewig**  
Deputy Director

November 13, 2014

TO: Design Control Board

FROM:   
Gary Jones, Director

**SUBJECT: ITEM 5A – MARINA DEL REY 50<sup>TH</sup> ANNIVERSARY CELEBRATION  
BANNERS – DCB #13-016-C – FURTHER CONSIDERATION OF  
EVENT SIGNAGE AND DESIGN CONTROL BOARD REVIEW  
RELATED THERETO**

Item 5A on your agenda is a returning submittal from the Department of Beaches and Harbors' Community and Marketing Services Division (CMSD), seeking approval for new banners promoting the Marina's 50<sup>th</sup> Anniversary celebration.

### **Background**

At the September 2014 meeting, CMSD requested approval of new Marina del Rey 50<sup>th</sup> Anniversary light pole banners to replace the existing Beach Eats banners located throughout Marina del Rey. Approval of 50<sup>th</sup> Anniversary banners was requested through December 2015.

Your Board expressed that the proposed 50<sup>th</sup> Anniversary light pole banners were too small and placed too high on the light poles. Catrina Love, representing CMSD, stated that a larger sign at a lower height was desirable, however the current size and placement was a result of limitations placed on the signs by the County's Department of Public Works (DPW). The item was continued in order to give CMSD time to discuss the Board's requested modifications with DPW.

### **Marina 50<sup>th</sup> Anniversary Light Pole Banners**

CMSD is requesting approval of a new light pole banner design to commemorate the upcoming 50<sup>th</sup> Anniversary of Marina del Rey. Similar to the existing Farmers' Market light pole banners, the new 50<sup>th</sup> Anniversary banner would measure 6' high by 3' wide, and would replace all 31 Beach Eats banners that are co-located with the Farmers' Market banners. The Farmers' Market light pole banners are located on light poles within the Fiji Way, Admiralty Way, and Via Marina medians, as well as at Marina Beach parking lot 10. Both Farmers' Market and 50<sup>th</sup> Anniversary banners would be placed in a tiered manner as the current banners exist. Approval of these new banners is being requested through December 2015.

The Marina del Rey 50<sup>th</sup> Anniversary light pole banner design graphics are consistent with the official logo used for promotion of all 2015 celebratory events. The banners

would serve as the primary outdoor source to announce the Marina's 50<sup>th</sup> Anniversary to residents, visitors and passersby.

Two banner options are provided for your Board's review and consideration. Both have similar layout, fonts, graphics, and the same text, except that they vary in the overall blue background color. CMSD requests approval of either option to be placed alongside the 31 Farmers' Market light pole banners.

The proposed banner font types and color graphics would be displayed as follows:

**Banner Option 1 (Dark Blue) Details**

Option 1 would have a light blue to dark blue background color gradation and would read "Celebrating 50 Years of Marina del Rey" in Helvetica Neue Bold white font, over the 50<sup>th</sup> Anniversary logo with a white glow outline, which consists of the number 50 in gold color, a sail boat inside the number "0" in different shades of blue, and "Marina del Rey" running across both numbers in Helvetica Neue Bold white font. The bottom portion of the banner below the logo would read "LA's Marina" in Caflisch Script MM yellow font with a red underline, over the years "1965 – 2015" in Lucida handwriting Italic yellow font. The banner would also include stars and streamers in multiple light-colored shades flowing in the background.

**Banner Option 2 (Light Blue) Details:**

Similarly structured as Option 1, the proposed Option 2 banner would have a light blue to white background color gradation. The top of the banner would read "Celebrating 50 years of Marina del Rey" in Savoy LET Plain 1.0 white font, over the 50<sup>th</sup> Anniversary logo, which consists of the number 50 in black color with a gold outline, a sail boat inside the number "0", with black hull and sail in multiple shades of blue, and "Marina del Rey" running across both numbers in Helvetica Neue Bold red font. The bottom portion of the banner below the logo would read "LA's Marina" in Caflisch Script MM dark blue font with a light blue brushed underline, over the years "1965 – 2015" in Savoy LET Plain 1.0 dark blue font. This banner would also include stars and streamers in multiple light-colored shades flowing in the background.

**STAFF REVIEW**

The proposed request for temporary banners is before your Board pursuant to Section 2.a. of the *Revised Permanent Sign Controls and Regulations (Sign Controls)*. The proposed signage on the light poles is intended to catch the attention of motorists, pedestrians, and cyclists who travel through the Marina.

The Sign Controls currently allow the Department to issue temporary sign permits for up to 60 days for any particular special event. For continued use beyond the 60 days, your Board's review and approval are required. CMSD is requesting approval to install new 50<sup>th</sup> Anniversary banners, which would replace the existing Beach Eats banners. Approval for the 50<sup>th</sup> Anniversary banners is requested through December 2015.

Staff finds that the proposed dimensions and locations of the signage conform to *Sign Controls* standards. The new 50<sup>th</sup> Anniversary banners would be placed along existing light pole banners currently used to promote the Farmers' Market and no new light poles would be used. The proposed signs are temporary in nature and the timeframes requested are adequate for promoting these public events serving the Marina del Rey community.

**The Department recommends APPROVAL of DCB #13-016-C as submitted.**

GJ:CM:mmt



Caring for Your Coast

**Gary Jones**  
Director

**Kerry Silverstrom**  
Chief Deputy

**John Kelly**  
Deputy Director

**Brock Ladewig**  
Deputy Director

November 13, 2014

TO: Design Control Board

FROM:   
Gary Jones, Director

**SUBJECT: ITEM 6A – PARCEL 50 – PAPER SOURCE – DCB #14-008  
CONSIDERATION OF NEW BUSINESS IDENTIFICATION SIGNAGE  
AND DESIGN CONTROL BOARD REVIEW RELATED THERETO**

Item 6A on your agenda is a submittal from Paper Source (Applicant), a new tenant seeking approval for permanent business identification signage. These would include one façade sign mounted along the front elevation and one façade sign mounted along the rear elevation. The Applicant's retail space is located at 4718 Admiralty Way, Suite A-13 (formerly "Chicos" retail space), and is within the Waterside Marina del Rey Shopping Center.

#### **Façade-Mounted Sign**

The Applicant's proposed front façade sign consists of 16" high by 14'-8½" wide, 1" deep acrylic lettering ("Paper Source") with internal LEDs and an aluminum cloud backing to provide halo illumination. The lettering would be seal grey and the cloud backing would be matte white. The Applicant's brand logo would be churlish green. The sign would be centered on the metal awning above the storefront, 10' above grade, and occupy an area of 23.3 square feet.

The proposed rear façade signage consists of 14" high by 12'-11" wide acrylic lettering ("Paper Source") with internal LEDs, and no aluminum cloud backing. The total sign area is 15.07 square feet and would be centered over the rear entrance and wall-mounted, 12' above grade. The proposed lettering is seal grey and the logo is churlish green.

The signs would be illuminated in conformance with the facility-wide hours of illumination: from dusk until 11:30 p.m., or the closing of the latest-open restaurant, whichever is earlier.

#### **Door Mounted Sign**

The Applicant is proposing a vinyl sign to be placed on the glass store front doors. The sign would read "Paper" on one entry door with matte white lettering measuring 5" high by 20" wide, and "Source" on the second entry door measuring 5" high by 24" wide.

**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 and materials of the requested permanent signs meet the standards set forth in Sections 4 and 5 of the *Sign Controls*. Signage hours of illumination will conform to the shopping center's current schedule, which is from dusk until 11:30 p.m., or the closing of the latest-open restaurant, whichever is earlier. The proposed signs and hours of illumination are consistent with the Waterside Shopping Center's sign program approved by the DCB July 2009.

The Department recommends **APPROVAL** of DCB #14-008 as submitted, with the condition that the Applicant obtains further review and approval from the Department of Regional Planning before installation.

GJ:CM:mmt



Caring for Your Coast

**Gary Jones**  
Director

**Kerry Silverstrom**  
Chief Deputy

**John Kelly**  
Deputy Director

**Brock Ladewig**  
Deputy Director

November 13, 2014

TO: Design Control Board

FROM:  Gary Jones, Director

**SUBJECT: ITEM 6B – PARCEL 95 – EPSTEEN & ASSOCIATES – DCB #14-009  
CONSIDERATION OF NEW BUSINESS IDENTIFICATION SIGNAGE  
AND DESIGN CONTROL BOARD REVIEW RELATED THERETO**

Item 6B on your agenda is a submittal from Epstein & Associates (Applicant), a new tenant seeking retroactive approval for one existing permanent business identification sign. The Applicant's office space is located at 480 Washington Boulevard, within the Parcel 95 Marina West Shopping Center leasehold.

#### **Façade-Mounted Sign**

The design of the existing painted aluminum façade sign appears as a white banner, between two dark blue columns with yellow striped accents. The sign is 36" high by 80" long and consists of 10" high dark blue lettering which reads "Epsteen & Associates" in custom font. The sign is wall-mounted, 7" deep, and 57" above grade facing Washington Boulevard.

The sign has pre-existing blue and yellow neon mounted to the sign face, however it is not connected to a power source and is not proposed to be illuminated.

#### **STAFF REVIEW**

The Applicant installed the sign without advising staff. This is the second new tenant sign on Parcel 95 that is being presented to your Board after-the-fact. Your Board recently approved the QArt.com sign. The lessee has been reminded again about the proper procedure for signage approvals.

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 and materials of the requested permanent sign meet the standards set forth in Sections 4 and 5 of the *Sign Controls*.

**The Department recommends APPROVAL of DCB #14-009 as submitted, with the condition that the Applicant files with the Department of Regional Planning an application deemed complete, within 30 days of your Board's approval. Otherwise, the sign must be removed.**

GJ:CM:mmt





Caring for Your Coast

• • •  
**Gary Jones**  
Acting Director

**Kerry Silverstrom**  
Chief Deputy

**John Kelly**  
Deputy Director

November 13, 2014

TO: Design Control Board

FROM:   
Gary Jones, Director

**SUBJECT: ITEM 6C – PARCEL 76 – UPDATE ON THE CHASE BANK SIGNAGE**

At the September 2014 meeting, your Board requested information on the current signage at Chase Bank, and if that signage was consistent with your Board's approval. Chase Bank is located at 4676 Admiralty Way, within the Parcel 76 Marina Towers leasehold.

Staff has reviewed the recently installed sign, the Design Control Board (DCB) approval record, and consulted with the Department of Regional Planning (DRP). The installed sign is smaller, but substantially consistent with the one approved by the DCB on May 16, 2012. The Regional Planning Commission denied the variance for the large free-standing sign that was approved by the DCB. Subsequently, the applicant reduced the sign in size, and added a directional arrow and this allowed for the sign to be approved with a Director's Review. That is the version of the sign that was installed.

GJ:CM:mmt







Caring for Your Coast

♦ ♦ ♦  
**Gary Jones**  
Acting Director

**Kerry Silverstrom**  
Chief Deputy

**John Kelly**  
Deputy Director

November 13, 2014

TO: Design Control Board  
FROM:  Gary Jones, Acting Director

**SUBJECT: ITEM 6D – CONSIDERATION OF THE 2015 DESIGN CONTROL BOARD MEETING SCHEDULE**

The attached 2015 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 2014 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.

GJ:CM:mmt

Attachment





Caring for Your Coast

♦ ♦ ♦  
**Gary Jones**  
Acting Director

**Kerry Silverstrom**  
Chief Deputy

**John Kelly**  
Deputy Director

November 13, 2014

TO: Design Control Board

FROM:   
Gary Jones, Director

**SUBJECT: ITEM 6E – DISCUSSION OF DESIGN CONTROL BOARD MEETING  
COMMEMORATION OF HISTORIC FIGURES AND EVENTS IN  
CELEBRATION OF THE 50<sup>TH</sup> ANNIVERSARY OF MARINA DEL REY**

At the September 2014 meeting, your Board voted to discuss the possible use of each Design Control Board meeting in 2015 to commemorate a person or historical event that made an impact on Marina del Rey, in celebration of Marina del Rey's 50<sup>th</sup> anniversary.

GJ:CM:mmt



Caring for Your Coast

**Gary Jones**  
Director

**Kerry Silverstrom**  
Chief Deputy

**John Kelly**  
Deputy Director

**Brock Ladewig**  
Deputy Director

November 13, 2014

TO: Design Control Board

FROM:   
Gary Jones, 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 (Department) for temporary banners, signs and/or canopies. Since the September 2014 report, one temporary permit was issued by the Department:

**TP 14-004** Parcel 33, Killer Cafe. Approval to display one 2' x 8' temporary banner that reads "Now Serving Dinner" and "Early Dinner Specials 4:00 – 6:00 pm nightly" on an existing double-pole freestanding sign under the Killer Café sign box. The sign was permitted through October 11, 2014.

GJ:CM:mmt



Caring for Your Coast

**Gary Jones**  
Director

**Kerry Silverstrom**  
Chief Deputy

**John Kelly**  
Deputy Director

**Brock Ladewig**  
Deputy Director

September 11, 2014

Mr. Kevin Michaels  
Killer Shrimp  
4211 Admiralty Way  
Marina del Rey, CA 90295

**Temporary Banner for Killer Shrimp Cafe  
(TP 14-004)**

Dear Mr. Michaels,

By means of this letter, Killer Shrimp is permitted to install one temporary banner announcing the opening of Killer Café for dinner. The proposed banner will measure 2 feet wide by 8 feet long, will be made of vinyl, and will include dinner opening information in white Dax font with black background color. The first line would read "NOW SERVING DINNER", in 4-½-inch high lettering, and "Early Dinner Specials 4:00 – 6:00 pm nightly," in 1-½-inch high lettering. The banner will be affixed with tie ropes to the existing wooden double-pole freestanding sign, under the Killer Café sign box.

The banner will be permitted from September 12, 2014 through October 11, 2014. The banner must be removed by noon on October 12, 2014. Failure to remove the banner by this time will result in their removal and storage by the County of Los Angeles at your expense. Should you have any further questions, please contact me at (310) 822-4639.

Very truly yours,

GARY JONES, DIRECTOR

Ismael Lopez  
Planning Division

GJ:IL





Caring for Your Coast

• • •  
**Gary Jones**  
Director

**Kerry Silverstrom**  
Chief Deputy

**John Kelly**  
Deputy Director

**Brock Ladewig**  
Deputy Director

November 13, 2014

TO: Design Control Board

FROM:  Gary Jones, Director

SUBJECT: **ITEM 7B - ONGOING ACTIVITIES REPORT**

**BOARD ACTIONS ON ITEMS RELATING TO MARINA DEL REY**

On October 28, 2014, the Board of Supervisors approved the Marina del Rey Vision Statement.

Also on October 28, 2014, the Board of Supervisors adopted the revised plans and approved the bidding and awarding of the construction contract for the Anchorage 47 Dock Replacement Project.

**REGIONAL PLANNING COMMISSION'S CALENDAR**

A hearing was held on September 17, 2014 before the Regional Planning Commission regarding the revised Marina del Rey Vision Statement. The item was passed and the Commission recommended that the Board of Supervisors hold a meeting to discuss and approve the Marina del Rey Vision Statement.

No items relating to Marina del Rey were heard by the Regional Planning Commission during meetings for the month of October 2014.

On November 19, 2014, the Regional Planning Commission will review a variance request from AMLI Residential (Marina del Rey Parcel 15), for additional signage beyond what is permitted by code, for the Esprit apartments.

**CALIFORNIA COASTAL COMMISSION CALENDAR**

No items relating to Marina del Rey were heard by the California Coastal Commission during meetings for the month of October 2014.

**FUTURE MAJOR DCB AGENDA ITEMS**

No major items are currently scheduled for a future DCB meeting.

**SMALL CRAFT HARBOR COMMISSION**

The September 2014 minutes are attached.

**MARINA DESIGN GUIDELINES UPDATE**

With the approval of the Vision Statement by the Board of Supervisors, staff will now begin preparation of the Marina Design Guidelines update.

**REDEVELOPMENT PROJECT STATUS REPORT**

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

**MARINA DEL REY VISIONING PROCESS**

The Board of Supervisors approved the Marina del Rey Vision Statement at its October 28, 2014 meeting. Next, the Department of Regional Planning will report back to the Coastal Commission the findings in the Visioning Statement, and that the Road Map Process for Marina del Rey has been completed.

**VENICE PUMPING PLANT DUAL FORCE MAIN PROJECT UPDATE**

On October 22, 2014 the City of Los Angeles Department of Public Works held a public meeting in Marina del Rey to provide a project overview and to discuss the Coastal Development Permitting process. The Regional Planning Commission is expected to hear the Coastal Development Permit for the project in early 2015.

GJ:CM:mmt

Attachments (2)

# **SMALL CRAFT HARBOR COMMISSION MINUTES**

## **August 13, 2014 – 10:05 a.m.**

**Commissioners:** Allyn Rifkin, Chair; Russ Lesser, Commissioner; David Lumian, Commissioner; Dennis Alfieri, Vice Chair (excused absence); Vanessa Delgado, Commissioner (excused absence).

**Department of Beaches and Harbors:** Gary Jones, Director; Steve Penn, Acting Chief, Asset Management Division; Linda Nava, Real Property Agent II, Asset Management Division; Charlotte Miyamoto, Chief, Planning Division; Michael Tripp, Planning Specialist, Planning Division; Carol Baker, Chief, Community and Marketing Division; Debra Talbot, Manager, Community and Marketing Division.

**County:** Amy Caves, Senior County Counsel; Deputy Bryan White, Sheriff's Department; Gina Natoli, Department of Regional Planning.

**Marina del Rey Convention and Visitor Bureau:** Janet Zaldua, Director.

Chair Rifkin called the meeting to order at 10:05 a.m. followed by the Pledge of Allegiance, and read the Commission's policy on public comments.

### **Approval of Minutes:**

Chair Rifkin requested to have the minutes amended to reflect that he abstained from approving the April 9<sup>th</sup> minutes due to his absence.

**Motion to approve the amended July 9, 2014 minutes by Commissioner Lesser, seconded by Commissioner Lumian, unanimously approved.**

**Ayes: 3 – Chair Rifkin, Mr. Lesser, Mr. Lumian**

### **Item 3 – Communication from the Public:**

Douglas Fay expressed concern with the maintenance of the Oxford Basin area.

Chair Rifkin requested to have this item be presented at the next meeting.

Jon Nahhas spoke about the boating strategic plan not being on the agenda and about the vacancy rate.

Chair Rifkin asked if staff has any updates on the recreational boating strategy.

Mr. Jones reported that staff is in the process of taking comments and that a comprehensive report will be presented to the Commission at a later date.

Commissioner Lesser noted the Commissioners were provided with a list of all boating assets, including facilities and activities that are available in the Marina. He would like to discuss this item further.

Mr. Jones stated that the updated list will be provided along with the responses to the projects and items discussed. He further stated that he would like to receive input from the Commission and the public on the strategies the Department takes regarding recreational boating.

### **Item 4 – Communication with the Commissioners**

Commissioner Lumian disclosed he had communication with several individuals.

Chair Rifkin reported that he signed letters to the Supervisor Knabe and the Department of Regional Planning regarding the Visioning Process.

### **Item 5a – Marina Sheriff**

Deputy White presented both the Liveaboard and Crime Stats reports.

Commissioner Lesser asked about the theft report.

Deputy White stated that most thefts were from crimes of opportunity, including the grand thefts of stolen bicycles.

Commissioner Lesser noted that from looking at the statistics the Marina is a safe and almost crime free area.

Deputy White concurred.

Chair Rifkin extended an invitation to the new captain to attend the meeting.

Deputy White stated he will pass on the invitation.

**Item 5b – Marina del Rey and Beach Special Events**

Ms. Baker presented the staff report.

**Item 5c – Marina Boating Section Report**

Ms. Talbot provided a status update on Mast-Up Storage, Parcel 77 and the Waterbus. The written responses to Commissioner Lumian's questions were provided to the Commissioners and the public.

**Item 5d – Marina del Rey Convention and Visitors Bureau**

Janet Zaldua talked about the various media outreach to promote Marina del Rey, and presented a PowerPoint presentation on the promotion of "Beach Buddies". She also discussed the hiring of a business development manager.

Jon Nahhas commented on providing more programs and diverse music for the public.

Douglas Fay complimented Ms. Zaldua's presentation. He suggested surveying the public to find out the types of programs that the public would like to have.

Commissioner Lumian thanked the Boating Section for responding to his questions. He expressed concerns about the website stating that only sailboats up to 28-feet are allowed to be stored at the location, and that people have found it difficult to submit applications. He asked if those 74 vacancies included or excluded the powerboats.

Mr. Jones responded that they included the powerboats.

Ms. Talbot confirmed.

Commissioner Lumian asked when the powerboats are moved will the vacancy number go up.

Mr. Jones replied that it would go up by 10 or 11 spaces.

Commissioner Lumian inquired as to how long the information was posted online regarding the application for Mast-Up Storage not being accepted.

Mr. Jones stated that he did not know the answer nor did he know the reason as to why it was posted.

Commissioner Lumian would like to see an online application be available.

Mr. Jones stated the systems are being revamped and expanded.

Chair Rifkin stated those are the types of suggestions that need to be listed in the boating strategies. He also mentioned having a survey for future events to see demographically who visited Marina del Rey.



|  
**Item 6a – Update on Marina del Rey Visioning Statement**

Gina Natoli provided an update on the Visioning Statement. She reported they are working on revising and preparing the Statement for the Regional Planning Commission (RPC) review in early September. The documents would then be submitted to the Board of Supervisors (Board) in October. In preparation for the document to go before the RPC meeting it would be released for public review at the end of August.

Douglas Fay commented on the limited public participation, House document 389 and Oxford Basin.

Jon Nahhas played an audio recording of a meeting; he spoke about the launch ramp, public participation and process.

Chair Rifkin asked if Ms. Natoli was aware of a letter sent to Supervisor Knabe and Mr. Bruckner.

Ms. Natoli replied yes that she has seen it.

Chair Rifkin stated he would like to go on record and expressed that he was not aware Supervisor Knabe in any way directed the relocation of Fisherman's Village.

Commissioner Lumian stated that the Commission was informed the new plan would be available for review since it would not go to the RPC until September.

Ms. Natoli responded that the document needed to be revised and the final comments needed to be incorporated before the RPC meeting.

Commissioner Lumian stated that the next SCHC meeting is on September 10<sup>th</sup> and asked if the document would be available for review and public input.

Mr. Jones stated he thought the Commission would have the opportunity to review and provide additional comments before it goes to the RPC. He also stated that the Commission and the public can provide comments at any time while the document is being presented to the RPC and later to the Board.

Commissioner Lumian asked if the draft document would be available at the September 10<sup>th</sup> meeting.

Mr. Jones responded that once the draft is released it can be distributed for review and the items be placed on the agenda for discussion at the next meeting.

Commissioner Lumian invited Ms. Natoli to come back in September.

Chair Rifkin stated he supports attending the RPC meeting and getting more input from the public.

Commissioner Lumian asked for confirmation that the Fisherman's Village is to stay where it is and that the launch ramp would not be moved.

Ms. Natoli replied that that is correct. She stated that the RPC meeting is either on September 10<sup>th</sup> or 17<sup>th</sup> and any comments made would be submitted along with the document when it goes to the Board.

Commissioner Lumain suggested that if the SCHC meeting conflicts with the RPC meeting it should be rescheduled to a different day.

Mr. Jones responded that a special meeting can be coordinated.

Commissioner Lesser stated that focus was lost on the rest of the report because of the Fisherman's Village and launch ramp issues.

Captain Alex Balian commented on the issue of timing and how the public input can be provided before the draft is presented to the RPC.

Ms. Natoli responded that the Visioning Statement would be released at end of August and would be available for public comment up until the RPC meeting.

Chair Rifkin stated due to the RPC schedule the most effective way for the public to provide input is by writing letters and directing comments at the RPC and the Board meetings. He further stated that there will also be an opportunity to provide comments at the next SCHC meeting.

Patricia Younis asked when the public comments will be available, what are the changes, and if comments from the RPC will be drafted for review or would it be sent along with the drafted document to the Board.

Ms. Natoli responded that the public comment period will be from when the draft document is released until the RPC meeting. The boat launch ramp has been completely removed from the document and staff cannot make changes unless they are being directed by the RPC. When the document is released for submission to the Board the public comment period will be available.

Commissioner Lesser asked if the document can be presented to the RPC on September 17<sup>th</sup>.

Ms. Natoli stated she will check.

Mr. Jones thanked Ms. Natoli for her updates and assistance in moving the project along.

Commissioner Lumian stated if the RPC meeting ends up being a conflict with the SCHC meeting, he suggested reschedule the SCHC meeting.

Mr. Jones replied he will keep it in mind.

#### **Item 7 – New Business**

None

#### **Item 8 – Staff Reports**

Mr. Jones provided the staff report.

Mike Pashaie provided an update on the status of Fisherman's Village.

Aaron Clark talked about the regulatory process and public support.

Chair Rifkin would like to have a timeline with specific steps, and requested they work with staff to provide the information.

Mr. Clark stated the next step is the proprietary side, and would work with staff on the request.

Mr. Pashaie added that the timing is about a year and a half to two years.

Jon Nahhas talked about land use changes and the LCP, docks refurbishment and displacement plan.

Captain Alex Balian read item number two from Resolution No. 2014-07-09 and asked if that is the plan moving forward. He also agreed that a list of action items and dates is needed.

Mr. Clark stated that an LCP amendment is not required.

Commissioner Lumian reported that he met with Mr. Pashaie to discuss the idea of having dinghy docks at Fisherman's Village. He stated that they would need the Department's help to implement.

Mr. Jones reported that he did meet with Mr. Pashaie to discuss his concern but have found a way to make the docks available without displacing long time boat tenants.

Commissioner Lumian felt that this was a big improvement and he encouraged looking at other places for dinghy docks. He stated that at the last meeting when the TMDL item was presented he requested additional information on the \$4 million budget that was approved by the Board. He would like to have an update on this item and answers to his questions.

Mr. Jones responded that concerning the TMDL, the County is working to prepare for the State Water Board hearing and if any new development occurred, the Commission will be provided with a status update. In the meantime a briefing on the Board approved funds and studies could be provided.

Commissioner Lumian requested to have a breakdown on how the money is going to be spent.

Commissioner Lesser would like to have an update on the Oxford Basin Project.

**Adjournment**

Chair Rifkin adjourned the meeting at 11:43 a.m.

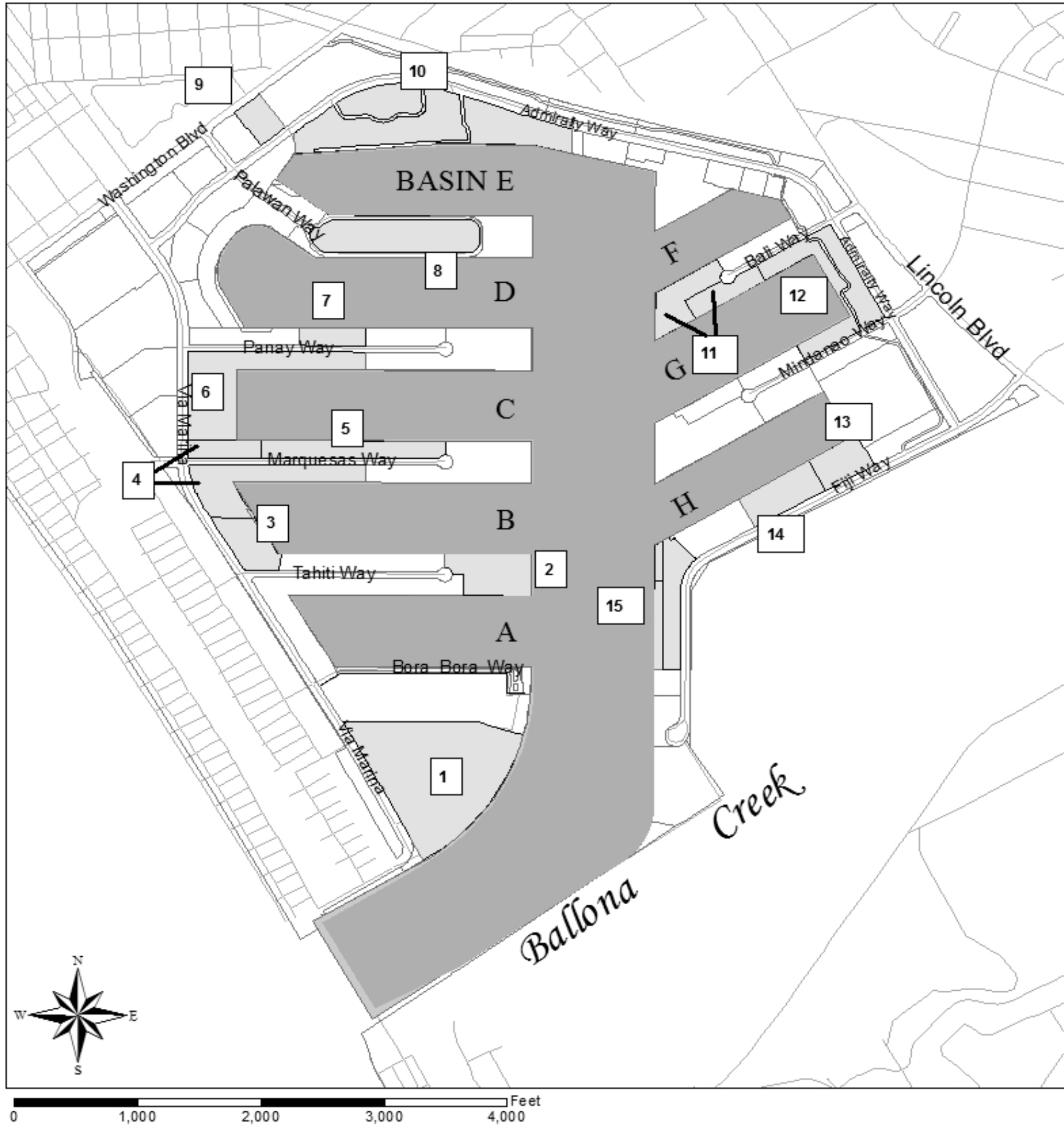


Marina del Rey Redevelopment Projects  
Descriptions and Status of Regulatory/Proprietary Approvals  
As of October 28, 2014

Map Key	Parcel No. -- Project Name/Lessee	Lessee Name/ Representative	Redevelopment Proposed	Massing and Parking	Status	Regulatory Matters
Seeking Approvals						
3	9 -- Proposed Hotel on northern portion of Parcel 9U, wetland park on southern portion.	Sam Hardage	* Revised project to be submitted as requested during 4/26/11 BOS hearing. Previously: 19-story, 225'-high, 288-room hotel (152 hotel rooms and 136 timeshare suites). *Now: Proposed dual building hotel, 6-story, 72'-high Marriott Residence Inn, and, 5-story, 61'-high Courtyard Marriott. *New promenade improvements, restaurants and amenities. * Wetland public park project (1.46 acres).	<b>Massing</b> -- Revised project will be resubmitted at a later date. <b>Parking</b> -- Parking plan will be resubmitted at a later date.	Regulatory -- DCB initial hearing May 2006, conceptual approval on June 2006. RPC filing on November 2006. RPC heard the item on 10/29/08. On 10/14/09, the RPC requested a DCB review for promenade improvements prior to returning on 2/3/10. DCB approval of promenade improvements on 12/17/09. RPC continued item on 2/3/10. RPC approval of Tentative Tract Map, CDP, CUP, Parking Permit, Variance and FEIR for landside on 3/10/10. RPC also approved the CDP for wetland park and Plot Plan for the docks on 3/10/10. The park and hotel projects were both appealed to BOS. On April 26, 2011, the BOS asked that a modified hotel design return to RPC and DCB for reconsideration. The appeal of the park project was denied by the BOS. The park was appealed to the CCC on 06/07/12. On 12/12/12 the CCC found that the appeal raised a substantial issue. The CCC then approved a revised project (permit A-5-MDR-12-161). The redesigned hotel returned to DCB in January 2014. On 1/15/14, a new dual building hotel design project obtained conceptual approval by DCB. Hotel project will return to RPC for final approval at a future date.	
4	10/14 (FF) -- Neptune Marina/ Legacy Partners	Tim O'Brien	* Demolish existing facilities and build 526 apartments * 161-slip marina + 7 end-ties * 28 foot-wide waterfront promenade * Replacement of public parking both on and off site	<b>Massing</b> -- Four 55' tall clustered 4-story residential buildings over parking with view corridor <b>Parking</b> -- 1,012 project required parking spaces to be provided (103 public parking spaces to be replaced off site)	Proprietary -- Term sheet action by BOS August 2004; lease documents approved by BOS August 2008. SCHC voted on 8/10/11 to support recommendation for renewal of option to extend the lease agreement. Regulatory -- DCB conceptual approval on June 2006. RPC filing on November 2006; Scoping meeting held on April 23, 2007. DCB approval of promenade improvements on 12/17/09. RPC certified EIR on 3/10/10 and recommended approval of Plan Amendment, CDP, CUP and Variance to BOS. LCP Amendments were included in the LCP map and text amendment which was approved by the BOS on 2/1/11; on April 26, 2011, the BOS indicated its intent to approve the project and recertified the EIR; Proposed marina replacement was included in the County's master waterside CDP application approved by the CCC on 11/3/11. LCP amendment also approved by CCC on 11/3/11 with modifications as suggested by Coastal staff. BOS accepted CCC changes to LCPA & CDP on 11/29/11. Effective certification of the amended LCP was granted by the CCC on 02/08/12; on 3/20/12 the BOS approved Counsel's final resolution on the LUP as certified by the CCC, the ordinance amendments to Title 22 took effect 4/19/12. Final approval of the project was granted by the BOS on 5/15/12. The project was appealed to the CCC on 06/07/12. On 7/12/12, the CCC found no substantial issue on the appeals.	
5	13 -- Villa del Mar	David Canzoneri	* Complete leasehold refurbishment of 198 apartments * Existing 209-slip anchorage will be renovated <b>commencing no later than 2029</b> * Improved pedestrian promenade and public amenities will be renovated.	<b>Massing</b> -- Four existing buildings up to 3 stories high <b>Parking</b> -- Existing open air parking and parking structure will be renovated. Total parking provided on site is 572 spaces.	Proprietary -- The Lessee initialed the term sheet 6/1/12. On 8/1/12, the Board provided instruction to proceed with negotiations for an option agreement and revised lease document based on a term sheet initiated by lessee. At the 1/8/14 meeting, the SCHC endorsed DBH's recommendation to adopt the MND and grant an option and extension of the lease term, which was heard and approved by the Board on 2/4/14. Regulatory -- DCB conceptual approval obtained on 8/21/13. MND public review period from 12/19/13 through 1/20/14. On 2/4/14, the BOS adopted MND. On 6/18/14, the DCB approved the final design of the renovation project.	
6	15 -- AMLI Residential	Jason Armison	* Demolish existing facilities and build 585 apartments * New 8,000 s.f. commercial space * New 241 boat slip marina * New 1,271-parking space garage	<b>Massing</b> -- Six buildings up to 5 stories and 70' high <b>Parking</b> -- All parking to be provided on site within new 1,271-space parking garage.	Proprietary -- The Board of Supervisors approved the assignment of the lease on December 17, 2013. The sale/assignment closed on 1/30/14. Regulatory -- DCB conceptual approval on 2/17/00. On 12/6/00 project obtained CDP/CUP/Parking Permit/Variance No. 98-134 from DRP. On 2/13/01 CCC determined that appeal failed to raise substantial issue. On 10/9/01 the CCC issued permit No. 5-01-0143 for 241-slip marina. Original DCB approval on 2/21/02 and 3/21/02. On 2/19/14, DCB approved final redesign of project. On June 30, 2014, demolition of the site commenced.	
7	21 -- Holiday Harbor Courts/ Goldrich & Kest Industries	Jona Goldrich/ Frank Hickman	* 5-story, 29,300 square-foot mixed-use building (health club, yacht club, retail, marine office) * 92-slip marina * 28 foot-wide waterfront promenade and pedestrian plaza	<b>Massing</b> -- One 56' tall commercial building with view corridor/community park <b>Parking</b> -- A Six-level parking structure (447 spaces) to contain: all project required parking, 94 (replacement for OT) spaces and Parcel 20 boater parking	Proprietary -- Lease option documents approved by BOS July 2008. Approval of Renewal of Lease Option Agreement for up to a 66-month extension approved by BOS on 10/4/11. Lessee has extended its option (2 years) for which Lessee has paid \$30,000 under the terms of the option agreement. Regulatory -- DCB conceptual approval on August 2005. RPC filing September 2006. DCB approval of promenade on 2/17/10. RPC certified EIR and approved CDP, CUP, and Parking Permit on 4/28/10. Appeal to BOS filed 5/12/10. On April 26, 2011, the BOS approved the project and certified the EIR. Proposed marina replacement was included in the County's master waterside CDP application approved by the CCC on 11/3/11. On 12/8/11, the CCC denied the appeal of the BOS 10/17/11 determination and the approval was final. Final DCB approval granted on 4/18/12. Construction started February 10, 2014.	
8	28 -- Mariners Bay	Cathleen Hayes	* Complete leasehold refurbishment of 379 apartments * New bicycle depot for public use * Improvements to existing promenade and dock gates and public amenities * Replacement of existing docks within 6 months of completed of landside renovation	<b>Massing</b> -- Seven buildings up to 3 stories high <b>Parking</b> -- Existing subterranean parking structure contains 947 parking spaces.	Proprietary -- The lessee initialed a term sheet in August 2013. Regulatory -- DCB conceptual approval obtained on 11/20/13.	
12	44 - Pier 44/Pacific Marina Venture	Michael Pashaie/ David Taban	* Build 5 new visitor serving commercial and dry storage buildings * 91,760 s.f. visitor serving commercial space * 141 slips + 5 end ties and 57 dry storage spaces	<b>Massing</b> -- Four new visitor-serving commercial buildings, maximum 36' tall and one dry stack storage building, 65' tall. 771.5 lineal feet view corridor proposed <b>Parking</b> -- 381 at grade parking spaces will be provided with shared parking agreement (402 parking spaces are required)	Proprietary -- The lessee initialed a term sheet in May 2013. Regulatory -- Initial DCB review during the October 2008 meeting, but project will be revised. Proposed marina replacement was included in the County's master waterside CDP application approved by the CCC on 11/3/11. Conceptual project approved by DCB on 7/16/13. DEIR filed with DRP in March 2014, Public Review anticipated in <b>Fall 2014</b> .	Shared Parking Agreement No Variance proposed
13	52 -- Boat Central/ Pacific Marina Development	Jeff Pence	* 345-vessel dry stack storage facility * 30-vessel mast up storage space * 5,300 s.f. County Boatwright facility	<b>Massing</b> -- 81.5' high boat storage building partially over water and parking with view corridor <b>Parking</b> -- All parking required of the project to be located on site	Proprietary -- Term sheet action by BOS on July 2006; Option to lease approved by SCHC March 2007 and by BOS May 2007. BOS granted extension and modification of Option on 11/10/09. Lease Option Agreement and extension for 6 months approved on 5/14/13. An extension to the Option was approved at the 11/12/13 BOS meeting. Regulatory -- DCB review continued on March 2007, project denied on May 2007. DRP application filed December 2008. Proposed marina replacement was included in the County's master waterside CDP application approved by the CCC on 11/3/11. LCP map and text amendment also approved by CCC on 11/3/11 with modifications as suggested by Coastal staff. BOS accepted CCC changes to LCPA & CDP on 11/29/11. Final amendment report was provided to CCC in February 2012. Public review of DEIR from 1/5/12 to 3/5/12 and public hearing for testimony on DEIR only was scheduled for 2/8/12 in Chace Park, MdR; on 3/20/12 the BOS approved Counsel's final resolution on the LUP as suggested by the CCC, the ordinance amendments to Title 22 took effect 4/19/12. Project was approved by RPC on 4/24/13. A CDP for the waterside portion of the project was filed with the Coastal Commission in May of 2014.	Variance for reduced setbacks and Architectural Guidelines requiring that structures beat least 15 ft. from bulkhead
14	53 -- The Boatyard	Greg Schem	* New 921 s.f. ADA Restroom * New 3,916 s.f. carport with 14 garage spaces and boater storage. * Leasehold refurbishment, including new landscaping, hardscape, and waterside walkway.	Massing -- One 38' tall commercial warehouse building and 15' tall office buildings. New carport storage and office buildings will be 15' tall. Parking -- Parking proposed is 147 spaces. The code requires 134 spaces for this use.	Proprietary -- On 11/6/ 2012 the Lessee initialed a term sheet for an extension of the leasehold. Regulatory -- DCB conceptual approval obtained on 8/21/13.	
15	55/56/W -- Fisherman's Village/ Gold Coast	Michael Pashaie/ David Taban	* 132-room hotel * 65,700 square foot restaurant/retail space * 30-slip new marina * 28 foot-wide waterfront promenade	<b>Massing</b> -- Nine mixed use hotel/visitor-serving commercial/retail structures (8 1- and 2-story and 1 60'-tall hotel over ground floor retail/ restaurant), parking structure with view corridor <b>Parking</b> -- On-site parking includes all project required parking, parking for Parcel 61 lessee (Shanghai Reds)	Proprietary -- Lease extension Option approved by BOS December 2005. Option expired. <b>Lessee reconfiguring project.</b> Regulatory -- DCB review continued on May 2006, conceptual approval in July 2006. DRP application filed May 2007. Screen check DEIR in review. Lessee has indicated intent to submit a revised project. The Department of Regional Planning had considered a design concept, which would relocate the launch ramp to Fisherman's Village. In June 2014, Supervisor Knabe announced that moving the launch ramp would no longer be part of the visioning process.	Shared Parking Agreement Variance for reduced setbacks (side and waterfront)
1	113 -- Mariner's Village	Michael Sondermann	* Complete leasehold refurbishment of 981 apartments * Retail space increase from 2,070 s.f. to 9,000 s.f. * New 92-slip anchorage will be constructed * New 28 foot-wide pedestrian promenade and public amenities	<b>Massing</b> -- Thirty existing buildings varying from 1 to 4 stories high <b>Parking</b> -- Existing parking structure will be expanded. Parking required is 1,556 spaces and 1,931 spaces are proposed.	Proprietary -- A term sheet was initialed 9/23/2013 to create the economic terms of a lease extension. Regulatory -- EIR Scoping meeting held on 12/10/13. NOP for EIR public review from 11/19/13 through 12/19/13. On 3/26/14, DCB denied the conceptual design proposal and asked that the applicant return for review. <b>A new EIR scoping meeting was scheduled on 09/16/14 in Chace Park. The revised scope includes the environmental analysis for a CDP, to cover the removal of unoccupied nests, which occurred in November 2013.</b>	
9	147 (OT) -- Oceana Retirement Facility/ Goldrich & Kest Industries	Jona Goldrich/ Sherman Gardner	* 5-story, 114-unit senior accommodation units plus ancillary uses * 3,500 square feet of retail space * Replacement of 92 public parking spaces on site * Public accessway from Washington to Admiralty	<b>Massing</b> -- One 5-story residential (senior) building over ground-floor retail and parking; 65' tall <b>Parking</b> -- On-site parking includes all required project parking, 92 public parking spaces (94 public parking spaces to be replaced off site near Marina Beach)	Proprietary -- Lease documents approved by BOS July 2008. Approval of Renewal of Lease Option Agreement for up to a 66-month extension approved by BOS on 10/4/11. Lessee has extended its option (2 years) for which Lessee has paid \$30,000 under the terms of the option agreement. Regulatory -- DCB conceptual approval on August 2005; RPC filing May 2006. DCB approval of pedestrian plaza on 2/17/10. RPC continued project on 10/21/09 to 12/16/09. RPC certified EIR 4/28/10 and recommended approval of Plan Amendment, CDP, CUP, and Parking Permit to BOS. Project was included in the LCP map and text amendment approved by the BOS on 2/1/11; On 4/26/11, the BOS approved the project and certified the EIR; LCP map and text amendment approved by CCC on 11/3/11 with modifications as suggested by Coastal staff. BOS accepted CCC changes to LCPA & CDP on 11/29/11. Final amendment report was provided to CCC in February 2012; on 3/20/12 the BOS approved Counsel's final resolution on the LUP as suggested by the CCC, the ordinance amendments to Title 22 were effective 4/19/12. Final DCB approval on 4/18/12. The BOS approved the project on 06/12/12.	
Construction in Progress						
2	7 -- Tahiti Marina/K. Hakim	Kamran Hakim	* Complete leasehold refurbishment; 149 apartments * Relocate landside boater facilities * 214 slips + 9 end ties will not be reconstructed at this time	<b>Massing</b> -- 3 stories, 36'-7" in height. <b>Parking</b> -- 465 spaces.	Proprietary -- BOS action on term sheet on 9/29/09. Regulatory -- The 30-day public review period of the MND was 3/15/10 through 4/14/10. BOS certified MND on 7/20/10. Site renovation approved in concept by DCB on 7/21/10. DRP Site Plan application filed on 9/13/10. Final DCB concept was approved as submitted without conditions on 12/15/10. DRP Site Plan application approved on 1/20/11. Construction started March 2012 and still on schedule to complete the project in early 2016.	No Variance proposed
11	42/43 -- Marina del Rey Hotel/ IWF MDR Hotel	Dale Marquis	* Complete renovation of existing 154-room hotel and new 277-slip marina.	<b>Massing</b> -- One 36' tall hotel building <b>Parking</b> -- 372 Parking spaces	Proprietary -- Term sheets initialed; Parcel 42 on 9/7/09 and Parcel 43 on 8/31/09. On 5/17/11 BOS approved Option to bifurcate Parcels 42 and 43 into separate leaseholds, expand Parcel 43 water premises, and extend lease for 39 years. On 8/29/13 BOS approved bifurcation of Parcels 42 and 43 into separate leaseholds, expand Parcel 43 water premises, and extend lease for 39 years at Parcel 42. Parcel 43 lessee has extended the option agreement for six months to have enough time to procure building permits from DPW. Regulatory -- MND public review period ended 12/20/10. SCHC reviewed MND and Option on 3/9/11. BOS certified MND on 5/17/11. Proposed marina replacement was included in the County's master waterside CDP application approved by the CCC on 11/3/11. Final DCB design was approved on 5/16/12. Parking permit approved by hearing officer on 7/3/12. Last day to appeal was 7/17/12. Renovation began August 2013 completion estimated <b>December 2014</b> . Dock replacement will be phased during a 5-year period beginning late 2014.	No Variance proposed. Parking Permit for reduced parking.
10	125 -- Marina City Club	Karen Seemann	* 282 slip marina will be reconstructed * Waterfront promenade of varying widths from 12 to 20 feet and fire access improvements with new pavers, railing, landscape, ADA restroom and pedestrian amenities.	<b>Massing</b> -- Expansion of existing boater restroom is proposed <b>Parking</b> -- Existing 361 shared parking spaces for boaters and guests will remain unchanged.	Proprietary -- Lease amendment adopted by BOS on 7/6/10. Regulatory -- DCB conceptual promenade design review approved on 11/17/10. DRP Site Plan Review application filed 10/26/10. Proposed marina replacement was included in the County's master waterside CDP application to CCC. CCC approved waterside master CDP for dock construction on 11/3/11. Final approval of promenade improvements granted by DCB on 3/16/11. Reconstruction of docks is anticipated from January 2013 through June 2014. Final promenade improvements approved by DCB on 8/21/13. On 4/2/14, RPC approved CDP to expand boaters' restroom and public promenade improvements. Restroom and promenade construction started in August 2014.	



## Project Status Report - Key Map







Caring for Your Coast


**Gary Jones**  
Director

**Kerry Silverstrom**  
Chief Deputy

**John Kelly**  
Deputy Director

**Brock Ladewig**  
Deputy Director

November 13, 2014

TO: Design Control Board  
FROM:   
Gary Jones, Director  
SUBJECT: **ITEM 7C – MARINA DEL REY SPECIAL EVENTS**

**BURTON CHACE PARK WALKING CLUB**

Burton Chace Park ♦ Lobby ♦ 13650 Mindanao Way ♦ Marina del Rey  
Tuesdays & Thursdays  
10:30 a.m. – 11:30 a.m.

The Department of Beaches and Harbors (Department) is sponsoring a FREE one-hour walking club. Get your exercise while taking in the beautiful view of the Marina del Rey harbor. Please RSVP by calling (310) 305-9595.

For more information call: (310) 305-9595

**BURTON CHACE PARK FITNESS CLUB**

Burton Chace Park ♦ Lobby ♦ 13650 Mindanao Way ♦ Marina del Rey  
Wednesdays  
11:30 a.m. – 12:30 p.m.

The Department is offering FREE outdoor group workout sessions. Come get in shape with an experienced instructor in beautiful Burton Chace Park. This activity is limited to people ages 13 and up. Please RSVP by calling (310) 305-9595.

For more information call: (310) 305-9595

**MARINA DEL REY FARMERS' MARKET**

Marina Beach ♦ 4101 Admiralty Way ♦ Marina del Rey  
Thursdays  
9:00 a.m. – 2:00 p.m.

The Department, in collaboration with Southland Farmers' Markets Association, is offering the Marina del Rey Farmers' Market on Thursdays. The Marina del Rey Farmers' Market offers fresh, locally-grown organic and conventionally grown fruits and veggies. Also available are prepared and packaged foods, hand-crafted products and much more! Paid parking is available at beach parking lot #10 for 25 cents for every 10 minutes.

For more information call: Marina del Rey Visitors Center at (310) 305-9545

**FISHERMAN'S VILLAGE WEEKEND CONCERT SERIES**

Sponsored by Pacific Ocean Management, LLC  
All concerts are from 1:00 p.m. – 4:00 p.m.

Saturday, November 15

Izmskzm, playing Reggae

Sunday, November 16

Susie Hansen's Latin Jazz, playing Latin Jazz

Saturday, November 22

Bob DeSena, playing Latin Jazz

Sunday, November 23

2AZZ1, playing Jazz/Funk

Saturday, November 29

Blue Breeze, playing R&B

Sunday, November 30

Jimi Nelson & The Drifting Cowboys, playing Country

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

**BIRDWATCHING 2014**

Burton Chace Park ♦ Lobby  
13650 Mindanao Way ♦ Marina del Rey, 90292  
Thursday, November 20, 2014 9:00 a.m. – 11:00 a.m.

The Department's Outdoor Adventures is sponsoring a FREE two-hour excursion through the Ballona Wetlands, with visits to sites of the Great Blue Heron and Black Crowned Night Heron. You will also get to visit the shoreline habitat to observe Sandpipers, Long-Billed Curlews, Willets, and Western Snowy Plovers. Don't miss this chance to get acquainted with the lives of our feathered friends who are an integral part of our wonderfully diverse coastal ecosystem! Please bring water, snacks, binoculars, a hat, comfortable clothes and shoes with traction. This activity is geared for adults, but may be attended by children who do not need a car seat or stroller, if accompanied by an adult. Space is limited, so please pre-register by calling (310) 322-6951.

A County van is available to pick up participants ½ hour before the program start time:

- Dockweiler Youth Center Lobby: 12505 Vista del Mar, Los Angeles, CA 90245
- Dockweiler RV Park Office: 12001 Vista del Mar, Playa del Rey, CA 90293

For more information call: (310) 322-6951

#### **FALL ADVENTURE CAMP**

Burton Chace Park ♦ Lobby ♦ 13650 Mindanao Way ♦ Marina de Rey, 90292

November 24 through November 26, 2014 7:30 a.m. – 6:30 p.m.

\$70 per day / Boys & Girls / Ages 6 – 10 years old

Fall membership includes three days of sports, recreation activities, health and fitness programs, arts & crafts, lawn games and so much more! Registration is open until the program is full.

Call (310) 305-9595 to reserve your space.

#### **MARINA DEL REY HOLIDAY BOAT PARADE**

Saturday, December 13, 2014

6:00 p.m. – 8:00 p.m.

Fireworks kicking off the start of the parade will be shot off the south jetty at 5:55 p.m. Beautifully lighted and decorated boats will participate in the event, which is free to the public. The theme of this year's parade is "Happy Birthday MdR". Boat owners will compete for numerous prize packages. Best spots for viewing the boat parade are Burton Chace Park, located at 13650 Mindanao Way, and Fisherman's Village, located at 13755 Fiji Way, where spectators can see and hear the parade free of charge. Free parking is available in the County lots throughout Marina del Rey.

For more information call: Visit the website at [www.mdrboatparade.org](http://www.mdrboatparade.org)

GJ:CB:cml