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## AGENDA

### MARINA DEL REY DESIGN CONTROL BOARD

Thursday, February 28, 2008, 6:30 p.m.

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

Stan Wisniewski  
Director

Kerry Silverstrom  
Chief Deputy

#### Design Control Board Members

Susan Cloke – Chair	- First District
Peter Phinney, AIA – Vice Chair	- Fourth District
David Abelar – Member	- Second District
Simon Pastucha - Member	- Third District
Tony Wong, P.E. – Member	- Fifth District

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

*The Chair advises all attendees that due to time considerations, the Board may be unable to hear all the items placed on the agenda for this meeting.*

2. **Approval of Minutes**

December 13, 2007

3. **Design Control Board Reviews**

A. **Parcel 75 – Marina Professional – DCB #07-018**

Approval of the record of the DCB January 17, 2008 action for conditional approval of signage for Marina Professional

B. **Parcel 50 – Waterside Marina del Rey – DCB #07-020**

Approval of the record of the DCB January 17, 2008 action for conditional approval of signage for Calidora Skin Care

C. **Parcel 49M – Marina del Rey Convention & Visitors Bureau – DCB #07-021**

Approval of the record of the DCB January 17, 2008 action for repainting and landscaping of Mdr Visitor Center

D. **Parcel 140 – Admiralty Apartments – DCB #07-022**

Approval of the record of the DCB January 17, 2008 action for approval of signage for Admiralty Apartments

E. **Parcel 28 – Mariners Bay – DCB #07-023**

Approval of the record of the DCB January 17, 2008 action for approval of repainting for Mariners Bay

F. **Parcel 50 – Waterside Marina del Rey – DCB #08-002**

Approval of the record of the DCB January 17, 2008 action for approval of signage for sugarFish by sushi Nozawa

**4. Old Business**

- A. Marina Design Guidelines – Briefing by T. Keith Gurnee, RRM Design
- B. Parcel 49M – Marina del Rey Convention & Visitors Bureau – DCB #07-021-B  
Further consideration of repainting and landscaping of the MdR Visitor Center
- C. Parcels 18 and 20 – St. Tropez, Monte Carlo & Capri Apartments – DCB #08-001  
Further consideration of permanent signage for apartment buildings

**5. New Business**

- A. Parcel 141 – Marina Beach Marriott – DCB #07-019  
Consideration of valet signage and parking lot bollards
- B. Parcel 33 – The Organic Panificio – DCB #08-003  
Consideration of new tenant identification signage and exterior modifications
- C. Parcel 50 – Waterside Marina del Rey – DCB #08-004  
Consideration of signage and exterior modifications for BCBG Maxazria

**6. Staff Reports**

- A. Temporary Permits Issued by Department
- B. Ongoing Activities Report
  - Board of Supervisors Actions on Items Relating to Marina del Rey
  - Local Coastal Program Periodic Review Update
  - Small Craft Harbor Commission Minutes
  - Marina Design Guidelines Update
  - Redevelopment Project Status Report
  - Marina del Rey and Beach Special Events

**7. Comments From The Public**

Public comment within the purview of this Board (three minute time limit per speaker)

**8. Adjournment**

**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 Disability Act) Coordinator at (310) 827-0816 (Voice) or (310) 821-1734 (TDD), with at least three business days' notice.

**Project Materials:** All materials provided to the Design Control Board Members are available (beginning the Saturday prior to the meeting) for public review at the following Marina del Rey locations: Marina del Rey Library, 4533 Admiralty Way, 310-821-3415; Department of Beaches and Harbors Administration Building, 13837 Fiji Way, 310-305-9503; MdR Visitors & Information Center, 4701 Admiralty Way, 310-305-9548; and Burton Chace Park Community Room, 13650 Mindanao Way, 310-305-9595.

**Please Note:** The Los Angeles County Board of Supervisors adopted Chapter 2.160 of the Los Angeles County 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 they are familiar with the requirements of this ordinance. A copy of this ordinance can be provided prior to the meeting and certification is to be made before or at the meeting.

**Departmental Information:** <http://beaches.co.la.ca.us> or <http://labeaches.info>



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**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

February 21, 2008

TO: Design Control Board  
FROM: Stan Wisniewski, Director *Stan Wisniewski*  
SUBJECT: **AGENDA ITEM 3 – DESIGN CONTROL BOARD REVIEWS -  
DCB #07-018, #07-020, #07-021, #07-022, #07-023, and #08-002**

The Design Control Board's actions from January 17, 2008 are attached:

- A. Parcel 75 – Marina Professional – DCB #07-018
- B. Parcel 50 – Waterside Marina del Rey, Calidora – DCB #07-020
- C. Parcel 49M – Marina del Rey Convention & Visitors Bureau – DCB #07-021
- D. Parcel 140 – Admiralty Apartments – DCB #07-022
- E. Parcel 28 – Mariners Bay – DCB #07-023
- F. Parcel 50 – Waterside Marina del Rey, sugarFish – DCB #08-002

SW:CM:cm  
Attachments (6)

**DRAFT**

**DESIGN CONTROL BOARD REVIEW  
DCB #07-018**

**PARCEL NAME:** Marina Professional

**PARCEL NUMBER:** 75

**REQUEST:** Consideration of signage program for facility and time extension for banner.

**ACTION:** Approved, per the submitted plans on file with the Department.

**CONDITIONS:**

- 1) Approval of sign #1 only with the following changes:
  - All other words except "MARINA" to have the first letter capitalized.
  - Sign faces to be replaced within 30 days of approval action.
- 2) Approval of extension of time for banners for 90 days.
- 3) Applicant to return with the remaining signage in a timely manner.

**MEETING DATE:** January 17, 2008

**DRAFT**

**DESIGN CONTROL BOARD REVIEW  
DCB #07-020**

**PARCEL NAME:** Waterside Marina

**PARCEL NUMBER:** 50

**REQUEST:** Consideration of permanent signage for Calidora Skin Care.

**ACTION:** Approved, per the submitted plans on file with the Department.

**CONDITION:** Window signage (decals), denied.

The following is not a condition but a comment for future consideration by lessee:

Consider improvements to the Admiralty Way frontage that achieves a superior pedestrian friendly environment.

**MEETING DATE:** January 17, 2008

**DRAFT**

**DESIGN CONTROL BOARD REVIEW  
DCB #07-021**

**PARCEL NAME:** MdR Convention & Visitors Center

**PARCEL NUMBER:** 49M

**REQUEST:** Consideration of repainting and re-landscaping

**ACTION:** Approved, per the submitted plans on file with the Department.

**CONDITIONS:**

- 1) The boxwood shrub to be replaced with *Coupla* or *Krisa*;
- 2) Additional landscape for northwestern portion of parcel should be provided with garden plant material replacing grass areas.
- 3) Return with new color palette for repainting.

**MEETING DATE:** January 17, 2008

**DRAFT**

**DESIGN CONTROL BOARD REVIEW  
DCB #07-022**

**PARCEL NAME:** Admiralty Apartments

**PARCEL NUMBER:** 140

**REQUEST:** Consideration of building identification signs.

**ACTION:** Approved, per the submitted plans on file with the Department.

**CONDITIONS:** None

**MEETING DATE:** January 17, 2008

**DRAFT**

**DESIGN CONTROL BOARD REVIEW  
DCB #07-023**

**PARCEL NAME:** Mariners Bay

**PARCEL NUMBER:** 28

**REQUEST:** Consideration of repainting

**ACTION:** Approved, per the submitted plans on file with the Department.

**CONDITIONS:** None

**MEETING DATE:** January 17, 2008



**DRAFT**

**DESIGN CONTROL BOARD REVIEW  
DCB #08-002**

**PARCEL NAME:** Waterside Marina del Rey

**PARCEL NUMBER:** 50

**REQUEST:** Consideration of signage for sugarFISH by sushi Nozawa

**ACTION:** Approved, per the submitted plans on file with the Department.

**CONDITION:** Signage lighting to be turned off at restaurant closing time.

**MEETING DATE:** January 17, 2008



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February 21, 2008

**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

TO: Design Control Board

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 4B – PARCEL 49M – MARINA DEL REY CONVENTION & VISITORS BUREAU – DCB #07-021-B**

Item 4B on your agenda is a returning submittal from the Marina del Rey Convention & Visitors Bureau (Applicant). The project consists of repainting and re-landscaping the Marina del Rey Visitors Center, located at 4701 Admiralty Way. At the January 17, 2008 Design Control Board meeting, your Board recommended modifications to the building color scheme, benches, and landscaping. The Applicant has returned with the following modifications.

#### Color Scheme

The Board recommended the building color be changed to white with sage colored trim in order to highlight the building's Spanish-tiled roof and landmark "lantern room", and preserving the "Mission-style" look of the building. Accordingly, the following ICI Dulux color palette is now being recommended:

- White Wing (A0128)
- Summer Sage (A1083)

#### Benches

The Board requested the two seating areas be expanded through the use of additional outdoor furniture. The Applicant researched bench options and incorporated the suggested seating into the revised plan. Photographs of some potential benches were included in the submittal. The Applicant would like the locations of the new benches approved along with the landscape plan proposed herein, and return to the Board at a later date for approval of the actual style of benches to be used.

The Board also requested the benches be shaded by trees. Currently there are seven very mature trees on the site, with diameters ranging from 24" to 42." They are:

- Six *Melaleuca quinquenervias* (cajeput tree)
- One *Erythrina caffras* Coral (coral tree)

Four of the seven trees, located within approximately 12 feet of the benches, currently provide the bench areas with shade, therefore, no additional trees are proposed.

Landscaping

The Board recommended the lawn be removed from two additional sections flanking the rear entrance of the Visitors Center, and replaced with landscaping. Applicant has provided images and a detailed rendering of the two additional sections. The suggested palette complements the DCB-approved landscaping on the rest of the parcel and consists of Pink Muhly, Bird of Paradise, Monterey Bay Blue Hibiscus, and Green Gulf.

As both the building and its surrounding landscaping are seen from 360 degrees, the objective of the landscaping palette is to enhance the sight lines with plants that will create a natural layering and year-round color.

**STAFF REVIEW**

Staff believes the proposed modifications conform to the overall design of the surrounding environs and meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction*. The project will enhance the public experience and design quality of the facility.

**The Department recommends APPROVAL of DCB #07-021-B.**

SW:CM:cs



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**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

February 21, 2008

TO: Design Control Board

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 4C – PARCELS 18 AND 20 – ST. TROPEZ, MONTE CARLO, AND CAPRI APARTMENTS – DCB #08-001**

Item 4C on your agenda is a returning submittal from Dolphin and Panay Way Marinas (Applicant) for permanent identification signage at three apartment buildings: St. Tropez and Monte Carlo at 13924 Panay Way and 13970 Panay Way, respectively (Dolphin Marina, Parcel 18), and Capri at 13953 Panay Way (Panay Way Marina, Parcel 20). At the January 17, 2008 meeting, your Board requested the Applicant to modify the proposed signage as follows:

- Signage for the St. Tropez building to be mounted on the entry canopy fascia instead of on the glass over the entry doors, and;
- Remove the word "APARTMENTS" from all three identification signs

The Applicant has returned with a submittal that moves the St. Tropez sign as suggested by your Board but keeps the word "APARTMENTS" as originally proposed.

#### St. Tropez

The St. Tropez Apartments sign reading "St. Tropez" above "APARTMENTS" is proposed to be mounted on the canopy fascia above the main entry door along Panay Way. "St. Tropez" will be in yellow (PMS-121) Papyrus lettering, 20" high spanning 8' wide, above a 10" by 8' gray (PMS-447) bar with "APARTMENTS" in Arial white lettering, 8" high by 55" wide. The previous color proposed for the "St. Tropez" lettering was green which was not clearly visible against the fascia. The signage will be constructed of ½" thick laser cut acrylic letters. The lettering will not contain any metals due to Marina corrosion and will be pasted on the fascia with silicone.

#### Sign Wording

The Applicant considered the Board's suggestion to eliminate the word "APARTMENTS" from all three identification signs. However, the Applicant would like to keep this wording in its signs to eliminate confusion experienced by potential renters who thought the units were condominiums. Photos of five neighboring apartment buildings in Marina del Rey were included in the submittal showing identification signs containing the word "APARTMENTS" as the type of residential unit available.

The following information will remain as proposed at the last meeting.

#### Monte Carlo (Dolphin Marina)

The proposed Monte Carlo Apartments signage will read "Monte Carlo" in glossy black 12" high by 72" wide Isadora lettering, mounted above the word "APARTMENTS" in glossy black 6" high

by 72" wide Lithos lettering. The signage will be constructed of 3/4" thick acrylic and will be mounted approximately three feet above grade on an existing wall along Panay Way at the main entry area.

Capri (Panay Way Marina)

The proposed Capri Apartments signage will read "Capri" in simulated aluminum (Gemini 8886), Bernard Italic lettering, 21" high by 50" wide, mounted above a 9" by 63" long gray (PMS-447) bar with "APARTMENTS" in Barmeno Regular white lettering, 7" high by 47" wide. The signage will be constructed of 3/4" thick acrylic and will be mounted approximately three feet above grade on an existing wall along Panay Way at the main entry area.

Lighting

Existing overhead building lighting will be used to illuminate the St. Tropez signage. The Monte Carlo and Capri signage will each be lit with a new single 75-Watt landscape-mounted light fixture, to be illuminated between dusk and 9:00 pm.

**STAFF REVIEW**

Staff recommends the proposed signage proposals, which are consistent with the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and the *Revised Permanent Sign Controls and Regulations*. Staff believes the proposed sizes, colors and locations of the signage are compatible with the scales and appearances of the buildings. The proposed inclusion of the word "APARTMENTS" is also consistent with building identification signs for surrounding multiple-unit residential buildings.

**The Department recommends APPROVAL of DCB #08-001 with the condition the Applicant obtain further review and approval from the Department of Regional Planning.**

SW:CM:il



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February 21, 2008

**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

TO: Design Control Board

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 5A – PARCEL 141 – MARINA BEACH MARRIOTT HOTEL - DCB #07-019**

Item 5A on your agenda is an after-the-fact submittal for a valet parking sign and reflective bollards at the Marina Beach Marriott Hotel located at 4100 Admiralty Way, owned by Host Hotels & Resorts, Inc. (Applicant)

#### New Signage

The valet parking sign is intended to advise guests that the hotel has gone to valet parking only and directs them to pull to the front of the hotel. The sign is located at the front portion of the porte-cochere, at the southeast corner of the building.

The sign is portable and made of plastic and metal with a size of 28" by 44". The sign is white with a silver-colored metallic frame and black font. The font varies in size from 3½" down to ¾" tall as dimensioned and provided in the submittal. The sign is not illuminated.

#### Bollards

The six reflective bollards, which are located at the southeast corner of the parcel and near the access driveway, will prevent guests from driving into an area lacking sufficient vehicular turn-around space. The bollards will effectively guide guests towards the valet parking staff.

The dimensions for the removable plastic bollards are 34" high by 3¼" wide. The bollards are white colored with reflective material on a black plastic base attached to the asphalt driveway.

#### **STAFF REVIEW**

The Marina Beach Marriott parcel is approximately 3.5 acres and does not have any signs of the type being proposed. According to the 1971 *Revised Permanent Sign Controls and Regulations*, signs of this type must be the smallest possible to serve the purpose of the sign. The proposed portable sign together with the six bollards provides information and directional guidance to Marriott visitors. The Marriott advises that they

implemented the valet parking-only operation to improve driveway circulation and reduce incidents of vehicles exiting through the entrance-only driveway.

**Recommendation**

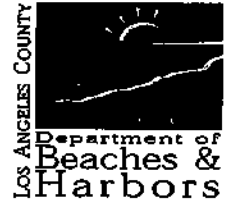
The proposed signage is consistent with the *Revised Permanent Sign Controls and Regulations* and the *Minimum Standards of Architectural Treatment and Construction*.

**The Department recommends APPROVAL of DCB #07-019, with the condition that the Applicant obtains further review and approval of the signage by the Department of Regional Planning.**

SW:CM:cm



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**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

February 21, 2008

TO: Design Control Board

FROM: Stan Wisniewski, Director *Stan Wisniewski*

SUBJECT: **AGENDA ITEM 5B – PARCEL 33 – THE ORGANIC PANIFICIO – DCB #08-003**

Item 5B on your agenda is a submittal from a new restaurant tenant on Parcel 33, The Organic Panificio (Applicant), for permanent business identification signage and removal of an existing awning. The site is located at 4211 Admiralty Way, which was formerly occupied by the Harbor House restaurant and Edie's Diner

### Signage

The Applicant is proposing three business identification signs; two pole signs and one wall sign.

#### Pole Sign A

The first pole sign is located at the entrance driveway of the parcel, along Admiralty Way. Two new Plexiglas faces will replace the old faces on the existing backlit pole sign. The existing sign pole, sign can, and electrical wiring and lighting will remain. The white colored sign pole, sign base, and sign can will be repainted black.

The sign case which sits on an 18" high by 7' wide base, is 12' wide by 6'-6½" high and 12" deep. The bottom of the sign case is 13' above grade and the total sign face area per side is 78 square feet. The Plexiglas faces will be painted clear neon green PMS 360C. On the left side of the sign will be the graphic logo colored black, 61" wide by 45" high over the words, "THE ORGANIC" which will be over the words "PANIFICIO". The words "THE ORGANIC" will be 4.73" high spanning 61.39" and "PANIFICIO" will be 6.64" high spanning 61.39" in custom corporate black font. To the right of the logo will be the words "organic..." over four bullet points reading "Steaks", "Seafood", "Wines &", "Full Bar" in a black Arial font. The lettering will be nearly 8" high each. The address of the restaurant, "4211", will be on the sign can base in 10"-high, white Arial font, acrylic cut out numbers, 1/8" thick. The numbers will be applied with silicone adhesive. The logo and color of the signs have been Federally registered as part of the Applicant's corporate identity.

#### Pole Sign B

The second pole sign is located at the exit driveway of the parcel, along Admiralty Way. The existing "Edie's" sign can will be replaced with a new sign can 6'-6" high by 11' wide. The new sign faces will be Plexiglas with the sign can to be constructed of aluminum. The two existing wooden support poles will remain in its existing condition.



The sign case measures 11' wide by 6' high and 12" deep with the base of the new sign 12' above grade. The total sign face area per side is 66 square feet. The faces of the Plexiglas will be painted clear neon green PMS 360C. The content and color scheme of Pole Sign B is the same as A, however, the sizing of the graphics and letters will be smaller. The graphic logo 56" wide by 43" high will be over the words "THE ORGANIC" which will be over the word "PANIFICIO". The words "THE ORGANIC" will be 56" wide by 4½" high and the word "PANIFICIO" will be 56" wide by 6" high also in a custom corporate black font. To the right of the logo will be the words "organic..." over four bullets reading "Steaks", "Seafood", "Wines &", "Full Bar", each 7" high in a black Arial font. The logo and color of the signs has been Federally registered as part of the Applicant's corporate identity.

### Sign C

This is a façade-mounted sign located to the right of the restaurant's main entrance, facing Admiralty Way. The sign will be constructed of aluminum with applied green patina and The Organic Panificio logo cut out. The sign will be 20" high by 75" wide and mounted 5' above grade with a total of 10.4 square feet of sign area.

The sign will have the official logo on the left side measuring 12" high by 14" wide, and the words "THE ORGANIC" over "PANIFICIO" will be to the right. The words "THE ORGANIC" will measure 4" high by 50" wide. The word "PANIFICIO" will measure 6" high by 50" wide.

### Signage Illumination

Signage illumination for signs A and B will be controlled by timers located inside the restaurant. Sign C will be internally lit and emit a soft glow through the cut outs. Hours of illumination will be from dusk until 2 a.m. when the restaurant bar is expected to close.

### Awning

The existing awning located over the former Harbor House restaurant's main entrance will be removed, as it is in poor condition. This removal will not have any other architectural impact to the building entrance or flooring. Any minor impacts to the façade or roof overhang will be repaired to match existing. The Applicant does not plan to remove the approximately 27' long sign holder on the roof of the former Harbor House restaurant above the main entrance.

## **STAFF REVIEW**

Staff recommends approval of the signage proposals, which are consistent with the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and the *Revised Permanent Sign Controls and Regulations*, provided the sign holder is removed from the roof. Staff believes the proposed sizes, colors and locations of the signage are compatible with the scales and appearances of those of surrounding restaurants.

The Department recommends **APPROVAL** of DCB #08-003 with the condition that the Applicant obtain further review and approval from the Department of Regional Planning, and the roof sign holder is removed.

SW:CM:cm



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**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

February 21, 2008

TO: Design Control Board

FROM: Stan Wisniewski, Director

*Stan Wisniewski / SW*

**SUBJECT: AGENDA ITEM 5C – PARCEL 50 – BCBG MAXAZRIA - DCB #08-004**

Item 5C on your agenda is a submittal from BCBG MAXAZRIA (Applicant), a new retail tenant at Waterside Marina del Rey, 4776 Admiralty Way. The Applicant's proposal consist of new signage and storefront modifications for the new women's apparel retail store, which will occupy 3,209 square feet of the former Pier One Imports space.

#### Main Entrance

##### *Storefront*

The two existing vertical limestone strips down the center of the storefront between the two window sections will be removed and replaced at the top of the façade to create one large architectural cornice instead of two separate ones. The existing narrower trim forming a rectangle will be removed with the area patched and repaired to match the existing texture and paint color. A canopy infill portion will be added between the two existing metal canopies to create one single metal canopy, painted to match the existing finish. The infill will be made of steel and all welds will be painted to match the existing canopy.

The existing façade, storefront color, aluminum storefront and glass, and double door will remain the same.

##### *Signage*

Applicant proposes to install an 18'-6" long by 1'-4" high sign reading "BCBGMAXAZRIA" in a corporate font above the storefront at the west elevation. The sign will be comprised of individual, internally illuminated, reverse pan channel letters with an aluminum face and 3" returns on top of a 1/8" thick back plate. The "BCBG" letters will be painted PMS #877 Metallic Silver and the "MAXAZRIA" letters painted PMS #8403 Dark Silver Metallic. The sign will produce a black halo effect on the back plate, which will be painted medium gray.

A blade sign is also proposed consisting of a 3'-6" long by 1'-6" high curved wrought iron frame with a 2'-6" long by 1'-2" high aluminum oval double-sided sign face. The

aluminum sign face will be white and will read "BCBG" over the word "MAXAZRIA", in vinyl lettering, 3" high, in corporate font. The word "BCBG" will be in PMS #877 Metallic Silver and "MAXAZRIA" in PMS #8403 Dark Silver Metallic. The sign will be affixed to the wall between the two storefront windows with the bottom edge, 7'-6" above grade over a planter area.

### Service Entrance

#### *Door*

The existing service door will have its hinge side reversed so that it swings open from the left instead of the right, and the color will remain the same, which is consistent with all other service doors within Waterside Marina. The existing wall façade color will also remain the same.

#### *Signage*

A new 15'-5" long by 1'-2" high sign reading "BCBGMAXAZRIA" will be installed on the façade above the service entrance at the east elevation. The sign will be comprised of individual, internally illuminated, reverse pan channel letters in a corporate font with an aluminum face and 3" returns. The lettering will have the same color scheme as the main storefront sign, and will produce a black halo effect on the wall.

### Lighting & Business Hours

The proposed signage at the main entrance will be illuminated only during normal business hours. The proposed hours of operation for the BCBGMAXAZRIA store will be from 10 a.m. to 7 p.m. Monday through Thursday, 10 a.m. to 8 p.m. Friday and Saturday and 11 a.m. to 6 p.m. on Sunday.

The proposed signage at the service entrance will be illuminated from dusk until 11:30 p.m. nightly, which is consistent with the overall lighting schedule for rear signage at Waterside Marina.

### **STAFF REVIEW**

Staff recommends approval of the proposed modifications, which meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and *Revised Permanent Sign Controls and Regulations*. The project is consistent with the overall design of the Waterside Marina development.

**The Department recommends APPROVAL of DCB #08-004 with the condition the Applicant obtain further review and approval from the Department of Regional Planning.**



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**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

February 21, 2008

TO: Design Control Board

FROM: Stan Wisniewski, Director

**SUBJECT: AGENDA ITEM 6A - TEMPORARY PERMITS ISSUED BY DEPARTMENT**

Item 6A on your agenda provides us an opportunity to advise your Board of permits issued by the Department for temporary banners, signs and canopies. Since our last report, the Department issued the following:

**TP #08-001 -** Temporary permit for one banner announcing the Household Hazardous Waste Event. The banner is placed at the west corner of the intersection of Fiji and Admiralty Ways. The banner is permitted from February 14, 2008 through March 4, 2008.

**TP #08-002 -** Temporary permits for two (2) two-sided sign covers at The Organic Panificio, LLC. The sign covers are permitted from February 1, 2008 to March 1, 2008.

Copies of the permits are attached.

SW:CM:CE  
Attachments (2)



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January 8, 2008

Ms. Julie Watt  
BBPR, Inc.  
201 Wilshire Blvd., #A-11  
Santa Monica, CA 90401

Stan Wisniewski  
Director  
Kerry Silverstrom  
Chief Deputy

**Temporary Banner for Household Hazardous Waste Collection Event  
(TP 08-001)**

Dear Ms. Watt:

By means of this letter, BBPR, Inc. or their representative is permitted to install one temporary banner stating "Household Hazardous And E-Waste Roundup." The banner will measure 4 feet high by 20 feet wide. The banner will be mounted at the corner of Fiji Way and Admiralty Way, via u-channel poles.

Your contractors should be prepared to install the banner. Mark Spiro (310-305-9555), Supervisor, Marina Maintenance Yard, will be available for directional assistance, but not physical installation.

The banner is permitted from February 14, 2008 through March 4, 2008. It must be removed by noon on March 5, 2008. Failure to remove the banner by this time will result in its removal and storage by the County of Los Angeles at your expense. Should you have any further questions, please contact Cesar Espinosa at 310-305-9530.

Very truly yours,

STAN WISNIEWSKI, DIRECTOR

Charlotte Miyamoto, Chief  
Planning Division

SW:CM:CE



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January 31, 2008

Mr. Paul Stoakes  
5772 Venice Blvd.  
Los Angeles, CA 90019

Stan Wisniewski  
Director

Kerry Silverstrom  
Chief Deputy

**TEMPORARY BANNERS AT THE ORGANIC PANIFICIO, LLC (P-33)  
(TP 08-002)**

Dear Mr. Stoakes:

By means of this letter, The Organic Panificio, LLC is permitted to install (2) two, two-sided pylon sign covers with company logo on existing pole signs located at 4211 Admiralty Way, as indicated below:

- One two-sided 12-foot by 6-foot pylon cover mounted on top of the existing pole signs facing Admiralty Way traffic.
- One two-sided 11-foot by 6-foot pylon cover mounted on top of the existing pole sign on the corner of Admiralty Way and Palaway Way.

Both sign covers will be white with a black company logo and name on the center. In addition, the covers will have black lettering on the upper-left corner stating "Coming Soon".

The sign covers are permitted from February 1, 2008, to March 1, 2008. The signs must be removed by noon on March 2, 2008. Failure to remove the signs by this time will result in their removal and storage by the County of Los Angeles at your expense.

If desired, one consecutive 30-day extension may be granted, provided that the request for such is made in writing to the Department *before* the original permit expires. If you have any further questions or requests, please contact Cesar Espinosa at 310-305-9530.

Very truly yours,

STAN WISNIEWSKI, DIRECTOR

Charlotte Miyamoto, Chief  
Planning Division

SW:CM:CE

cc: Wayne Schumaker  
Steve Green  
Mark Spiro  
Lynn Atkinson  
Stephen Nguyen



*To enrich lives through effective and caring service*

February 21, 2008



**Stan Wisniewski**  
Director

**Kerry Silverstrom**  
Chief Deputy

TO: Design Control Board  
FROM: Stan Wisniewski, Director *SW*  
SUBJECT: **AGENDA ITEM 6B - ONGOING ACTIVITIES REPORT**

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

At its February 6, 2008 meeting, the Board of Supervisors approved a motion directing the Chief Executive Office (CEO) and County Counsel (CC) to negotiate a settlement agreement with the Housing Advocates to include a 15% inclusionary affordable housing goal into the policy with 1/3 reserved for very low, 1/3 for low, and 1/3 for moderate income persons and families. The percentage goal is to be calculated based on the net new units and is subject to a determination of feasibility on a case-by-case basis.

In addition, the draft policy is to be revised to include reasonable notice and priority on affordable unit waiting lists for former occupants; a definition of "substantial rehabilitation"; and inclusion of studios in the "unit" definition. The CEO and CC are to return to the Board within 30 days with the settlement agreement, the revised policy, and any revisions to the environmental document.

In consultation with the housing advocates and lessees, the original motion also requires the County to prepare a handbook for implementing the affordable housing policy that addresses such issues as rental rules and regulations, income surveys, waiting lists, and other appropriate landlord/tenant issues and report back to the Board within 90 days.

An amendment to the original motion was also unanimously approved that directed the CEO and Department of Beaches and Harbors (DBH) to renegotiate within 45 days the affordable housing component for impacted developments with the cost of providing the units to be covered by the County based on rent and cost projections, assumptions and methodologies established during the previous negotiations for each project. Finally, the amendment requires the County is to pay its own consultant and legal fees for revising the documents so as not to pass on the costs to the lessees.

### **LOCAL COASTAL PROGRAM PERIODIC REVIEW - UPDATE**

Once the California Coastal Commission adopts its report on the periodic review of the Marina del Rey Local Coastal Program (LCP), the County will have one year to respond to the report's findings and recommendations. The County's Department of Regional Planning will be the lead in conducting public meetings to consider these findings and recommendations and will develop the County's response thereto for consideration by the Regional Planning Commission and the Board of Supervisors. Regional Planning representatives will appear before your Commission in the near future to explain the proposed process.

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

The Small Craft Harbor Commission minutes for the December 12, 2007 and January 23, 2008 are attached.

### **MARINA DESIGN GUIDELINES UPDATE**

The third meeting of the Marina del Rey Design Guidelines Task Force was held on January 28, 2008 at Burton Chace Park. The Task Force members were provided a draft format of the guidelines and focused on chapter content for the Gateways, Streetscapes, and Waterfront Walks. Task Force members were asked to send in any additional comments they might have after the meeting to RRM Design Group, the meeting facilitator and County consultant. The next meeting will be held on February 25<sup>th</sup> from 1:00 p.m. to 3:00 p.m. at The Boathouse conference room in Chace Park.

### **REDEVELOPMENT PROJECT STATUS REPORT**

Attached is a copy of the project status report providing details and the current status of projects in the redevelopment process in the Marina. Copies of this report are also available at the Lloyd Taber-Marina del Rey Public Library and on the Department's web site ([marinadelrey.lacounty.gov](http://marinadelrey.lacounty.gov)).

## **MARINA DEL REY AND BEACH SPECIAL EVENTS**

### **MARINA DEL REY**

#### **FISHERMAN'S VILLAGE WEEKEND CONCERTS**

Sponsored by Pacific Ocean Management, LLC

Concerts are from 1:00 p.m. - 4:00 p.m.

**Saturday, February 23**

Chris "Hammer" Smith Band (Harmonica Blues & Jazz)



**Sunday, February 24**  
Moondance (Big Band Swing)

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

**BEACH EVENTS**

**HERMOSA BEACH**  
**56<sup>TH</sup> ANNUAL CENTENNIAL SAND & STRAND RACE**  
City of Hermosa Beach  
Sunday, February 24, 7:00 a.m. – 1:00 a.m.

The 56<sup>th</sup> Annual Sand and Strand Run/Walk is a 55% sand and 45% strand race beginning on the north side of Hermosa Beach Pier at shoreline and finishing on the south side of the pier. All race proceeds benefit PROJECT Touch, a local non-profit group serving community youth and their families in the South Bay. Registration required. For a race application, please call (310) 379-5206 or (310) 318-0280.

For more information call: City of Hermosa Beach at (310) 318-0265.

SW:CM:cm  
Attachment (3)

**SMALL CRAFT HARBOR COMMISSION  
MINUTES  
December 12, 2007**

**Commissioners Present**

Harley Searcy, Chairman; Russ Lesser, Vice-Chairman; Albert Landini, Ed.D;  
Christopher Chuang-Lin, PhD

**Commissioners Absent**

Vanessa Delgado, MPA

**Department of Beaches and Harbors**

Stan Wisniewski, Director; Santos Krelmann, Deputy Director

**County Staff**

Thomas Faughnan, Principal Deputy County Counsel; Dusty Crane, Community and Marketing Division; Beverly Moore, MdR Convention and Visitors Bureau; Lt. Brookwell and Deputy John Rochford from the Sheriff's Department

**CALL TO ORDER, ACTION ON ABSENCES AND PLEDGE OF ALLEGIANCE**

Chairman Searcy called the meeting to order at 9:40 a.m. The Commissioners, staff and members of the public stood and recited the Pledge of Allegiance.

**APPROVAL OF MINUTES**

Chairman Searcy opened the floor to public comments.

Tim Riley stated the October minutes reflected a misleading statement attributed to him about price gouging. He clarified his statement by stating there is no price gouging in MdR.

Nancy Vernon Marino stated there should be more substance to the minutes.

John Rizzo commented the November minutes should reflect that the County is being defrauded \$100 million dollars per year.

**Motion was made by Chairman Searcy and Seconded by Vice Chairman Lesser to approve the August 2007, October 2007 and November 2007 minutes with the provision that John Rizzo submits a paragraph to be incorporated into the November, 2007 minutes. This motion was unanimously approved.**

**REGULAR REPORTS**

**ITEM 3a: Marina Sheriff – Crime Statistics**

Lt. Brookwell reported about an increase in residential burglaries, and advised residents to keep doors locked. In addition, there were no incidents during the boat parade.

Deputy Rochford stated the Sheriff's Department continues to get boat renewals, and followed up on evictions.

Chairman Searcy opened the floor to public comments.

Nancy Vernon Marino asked for clarification on report titles for the number of evictions and suggested improvements to the report format to reduce the 3-page report into one page.

**ITEM 3b: Marina del Rey and Beach Special Events**

Dusty Crane thanked the MdR Holiday Boat Parade Committee for their fine work, mentioned there is a list of concerts that will be held at Fisherman's Village, and announced a fireworks show would be held on New Year's Eve.

Chairman Searcy opened the floor to public comments.

Ms. Marino commented on the impact of fireworks on the environment and marine life.

Chairman Searcy commented on a letter Donald Klein wrote regarding Marina del Rey Hotel Anchorage. Mr. Klein commended the anchorage staff on their excellent management style, and how valuable the monthly boater educational seminars are.

**ITEM 3c: Marina del Rey Convention and Visitors Bureau**

Ms. Beverly Moore, Director of Marina del Rey Convention and Visitor's Bureau, explained she recently returned from a meeting in Sacramento. In Sacramento, Ms. Moore met with meeting planners from state government organizations. Last month, the Marina del Rey Convention and Visitors Bureau hosted travel writers.

Chairman Searcy opened the floor to public comments

Ms. Marino commented on securing a large meeting hall in MdR for the California Coastal Commission meeting in January. Mr. Wisniewski indicated the meeting venue is not a County decision and suggested that members of the public contact the California Coastal Commission to find a suitable meeting hall.

**OLD BUSINESS**

**Item 4a: Proposed Letter to Board of Supervisors Regarding Boat Slip Rental Rate Increase**

Chairman Searcy explained he drafted a letter based on public input and was seeking additional public input at the meeting in order to transmit the letter to the Board of Supervisors.

Chairman Searcy opened the floor to public comments.

Mr. David Barish commented that the 2004 Williams-Kuebelbeck & Associates study was used in a prior submission to the California Coastal Commission and should, therefore, be released to the public. Mr. Faughnan was not aware the study was distributed, and will investigate. Mr. Barish also spoke about requesting an independent study for boat slip rates.

Ms. Ina Barish made remarks pertaining to the last paragraph of the draft letter.

Ms. Carla Andrus stated she is wasting her time at these meetings, and the process is defunct.

Mr. Wisniewski commented the meetings are held in a public forum, and all parties are entitled to voice their opinions, including disagreements.

Ms. Marino objected to the letter, and engaged Chairman Searcy in dialogue about various portions of the draft letter.

Mr. John Nahhas submitted a spreadsheet he created which contained pricing and amenity data of the various anchorages in MdR. The data in Mr. Nahhas' spreadsheet demonstrated the boat slip rents in MdR are lower than rates listed in the Department's boat slip study. Mr. Nahhas commented on the draft letter.

Mr. Rizzo echoed Ms. Andrus' sentiments, and suggested that the Commission should have an ongoing dialogue with the Board of Supervisors and that Chairman Searcy should put forth a firm recommendation on behalf of the people.

Mr. Ganary commented about the letter, and suggested having independent property valuations and audits of the MdR parcels.

Mr. David Levine, President of the Marina del Rey Lessee's Association, asked that the letter include a reference to the fact that a mediation process is available if tenants believe they have been overcharged. In addition, if a tenant has been evicted because of public comments that were made, there may be legal recourse for the tenant. Mr. Levine concluded that slip rates charged in MdR are not out of line with slip rates charged elsewhere.

Mr. Jun Yang requested public access to individual slip rental receipts, so that the public can review the numbers.

Mr. Wisniewski replied there is already a monthly gross income receipt report that the lessees submit, and it is open for public review. In addition, the lessees are audited on a rotating basis.

Commissioner Landini stated he could accept Chairman Searcy's letter with changes. A discussion followed covering the use of words such as 'subsidize', 'cost recovery', and other elements of the draft letter between the Commissioners, representatives of the Department, and the public.

Commissioner Landini motioned, seconded by Chairman Searcy, motion unanimously approved to accept the letter with the following changes;

- first paragraph, last sentence -- "...small craft boating is beginning to disappear from Marina Del Rey"
- 2nd paragraph, 3<sup>rd</sup> sentence -- change "feel" to "think"
- Last sentence on first page -- "members of the public repeatedly took issue with county rent surveys which they think use an inadequate survey methodology and do not appropriately differentiate..."
- Last paragraph on the last page -- "While we understand the desire for less expensive slip rents, we have determined that Marina del Rey slip rates are well within the range of rates at other Southern California Harbors. The Department of Beaches and Harbors continues to monitor the slip rental market and we do not recommend any change in current Board policy which the Department is implementing. Nevertheless, the public is requesting the following:
  - A. Independent audit of slip rental fees and practices.
  - B. Development of a slip rental program on a cost recovery basis.
  - C. An examination of the county economic policy of 'fair market price rates' verses 'fair return on investment'.

{The final executed letter transmitted to the Board of Supervisors which reflects the agreed upon changes is attached to the Minutes as Exhibit 1.}

**5. NEW BUSINESS**

**Item 5a: Parcel 27R (Jamaica Bay Inn) - Approval of Renewal of Option to Amend Lease No. 6573**

This is an extension of time to lessee's previously approved option for lease amendment for redevelopment and expansion of Jamaica Bay Inn on Parcel 27R so the lessee can secure all entitlements.

Chairman Searcy opened the floor to public comments.

Ms. Marino commented on corruption and disruption of the view this project will cause. Ms. Marino recommends rejection.

Ms. Andrus commented on the delay of the developer to secure proper entitlements in a timely fashion.

Mr. Wisniewski responded the lessee was delayed by various government agencies through no fault of the lessee.

Mr. Barish asked why the reasons for the delays were not in the report.  
Mrs. Barish commented on the contractual dates and delay of this project.

Mr. Faughnan stated the delay the lessee experienced in securing the entitlements was due in part to the Admiralty Way widening project.

Mr. Rizzo commented he did not see anything in the lease pertaining to price control.

Mr. Wisniewski spoke about 'baseball arbitration' in new leases, and how this would work in favor of the County.

**Motion to approve by Commissioner Landini and Seconded by Chairman Searcy was unanimously approved.**

**Item 5b: Parcel OT (Parking Lot) [Future Parcel 147] – Approval of Option for Lease to Facilitate Redevelopment**

Item 5b pertains to an option to lease Parcel OT (parking lot) (Future Parcel 147), in order to facilitate development of a seniors-only retirement residence with 5,000 square feet of retail space.

Commissioner Searcy asked if the proposed retirement residence is a market rate facility, and if there will be any affordable housing component to this project.

Mr. Faughnan stated Regional Planning is reviewing if this project would be subject to any affordable housing requirements.

Commissioner Landini asked if the project can be changed to non-senior market rate units in the future. Mr. Wisniewski replied such a change would be a violation of the lease.

Chairman Searcy opened the floor to public comments.

Mr. Barish commented on public parking and stated the development is not allowed.

**Item 6a: Ongoing Activities**

Mr. Wisniewski suggested due to the late hour, the report be received and filed. Mr. Wisniewski offered to answer any questions from the Commission and the public.

Chairman Searcy opened the floor to public comments.

Ms. Andrus commented Archstone and Capri are not at full occupancy due to high rents.

Mr. Bill Vreszk spoke about the legality and morality of unjust evictions.

Ms. Marino commented on the advertising of Capri. She also asked a series of questions: 1. Are any of the buildings at Esprit 1 sinking beyond the normal parameters? 2. Does water go into the lower level garages in any of the buildings at Esprit 1 during high tide? Ms. Marino asked the SCHC to place on their January agenda a review of the building engineer's recent reports on the safety and stability of the buildings of Esprit 1.

Mrs. Barish stated the negative public perception about Beaches and Harbors was not limited to Marina del Rey. She played a tape of Commissioner Burke, of the California Coastal Commission, stating his unflattering personal view about the Director of Beaches and Harbors.

Mr. Nahhas spoke about reduced boat slips, land values, re-development, and separation of classes.

**ADJOURNMENT**

Chairman Searcy adjourned the meeting at 1:00 p.m.

Respectfully submitted by:

R. L. Frisch  
on behalf of the Commission Secretary

**SMALL CRAFT HARBOR COMMISSION  
MINUTES  
January 23, 2008**

Commissioners Present

Harley Searcy, Chairman; Russ Lesser, Vice-Chairman; Vanessa Delgado, MPA

Commissioners Absent

Albert Landini, Ed.D; Christopher Chuang-Lin, PhD

Department of Beaches and Harbors

Stan Wisniewski, Director; Santos H. Kreimann, Deputy Director; Richard Volpert, County Consultant

County Staff

Thomas Faughnan, Principal Deputy County Counsel; Dusty Crane, Community and Marketing Division; Beverly Moore, MdR Convention and Visitors Bureau; Lt. Kusch and Deputy John Rochford from the Sheriff's Department

**CALL TO ORDER, ACTION ON ABSENCES AND PLEDGE OF ALLEGIANCE**

Chairman Searcy called the meeting to order at 9:40 a.m. The Commissioners, staff and members of the public stood and recited the Pledge of Allegiance.

**Motion was made by Chairman Searcy and Seconded by Vice Chairman Lesser to accept the absences of Commissioners Landini and Lin. This motion was unanimously approved.**

**APPROVAL OF MINUTES**

Chairman Searcy opened the floor to public comments.

John Nahhas submitted the following statement for inclusion in the December minutes: "The data brought to the SCHC reflects actual costs of what boaters are paying in Marina del Rey, and is at issue with the Department of Beaches and Harbors' survey."

Vice Chairman Lesser stated the December minutes should preface the comment made by John Rizzo with "In his opinion, the County is being defrauded.....", since not everyone believes the County is being defrauded.

**A Motion was made by Chairman Searcy and Seconded by Commissioner Delgado to approve the December 2007 minutes as amended. This motion was unanimously approved.**

**REGULAR REPORTS**

**ITEM 3a: Marina Sheriff – Crime Statistics**

Lt. Kusch reported an increase in boat burglaries, and advised boat owners to keep their boats locked. In addition, residential areas experienced burglaries, and residents were advised to keep doors and windows locked.

Deputy Rochford stated the Sheriff's Department is conducting an audit of the Sheriff's written records pertaining to liveaboard with the records of the dockmasters. Additional information will be available next month.

Vice Chairman Lesser commented there are many liveaboards without permits.

**ITEM 3b: Marina del Rey and Beach Special Events**

Dusty Crane commented this is the slow season, and preparation is underway for summer activities. Fisherman's Village has concerts every Saturday and Sunday.

**ITEM 3c: Marina del Rey Convention and Visitors Bureau**

Ms. Beverly Moore, Director of Marina del Rey Convention and Visitor's Bureau, explained the aggressive outreach to the travel media is paying big dividends. A business traveler magazine featured an article about Marina del Rey. The MdR CVB will be participating in a New York media blitz to promote Marina del Rey, and the 2008 Calendar of Events has been printed and is available for distribution.

**4. Old Business**

Chairman Searcy requested a report on Item 6a regarding the Local Coastal Program Periodic Review Update be taken out of turn and presented by staff.

Santos Kreimann, Deputy Director of the Department of Beaches and Harbors, made a presentation to the Small Craft Harbor Commission regarding the recommendations approved by the California Coastal Commission at its January 2008 meeting.

Chairman Searcy commented that SCHC deals with proprietary approval of projects only, and that the terms and conditions approved by the SCHC may be modified subject to the regulatory requirements.

Chairman Searcy opened the floor to public comments.

Nancy Marino stated the staff report on the Coastal Commission meeting was inaccurate. She also stated that unless there is an amendment to the LCP, all projects before the SCHC today violate the current LCP.

Chairman Searcy commented that all projects brought before the SCHC must proceed through the regulatory process and comply with any requirements that may be imposed by Regional Planning and/or the California Coastal Commission, including the need for a LCP Amendment.

Mr. Wisniewski agreed to post the formal findings adopted by the Coastal Commission on the Department web page once the information is made available.

David Delange commented that the Coastal Commission recognized that the community has not been listened to by the County and that the Board of Supervisors should take recommendations by the SCHC more seriously. He further commented on the findings made by the Coastal Commission on the reduction in boat slip size and count, protection of views, affordable housing, and ESHA.

Dan Gottlieb commented on the Coastal Commission's recommendation to protect mountain views in the marina.

Mr. John Nahhas commented on the findings by the Coastal Commission and expressed his desire to present a 15-minute video to the SCHC. He further commented on DBAW slip ratios, supply and demand of boat slips, ADA compliance, restrooms on the docks, and a community planning process.

Mr. David Barish commented that the data and methodology contained in the 2001 Williams-Kubelbeck study is faulty. In addition, the County needs to work with the community regarding development.



Mr. Wisniewski stated the 2004 Williams-Kubelbeck report is available to the public for review.

Ms. Ina Barish spoke about the significance of a 'comprehensive update' to the LCP, rather than simply preparing amendments piecemeal.

Mr. David Ewing spoke about how large buildings hinder sailing and commented about the dual roles of the County as owner of the marina and representative of the users.

**ITEM 4.a: Parcel 21 (Holiday Harbor) – Approval of Option for Amended and Restated Lease to Facilitate Redevelopment**

Mr. Kreimann provided a description of the proposed project.

Vice Chairman Lesser commented that approval by the SCHC lends a level of respectability to a project. He expressed concern on the extent of slip reduction of this project.

Mr. Kreimann commented the slip reduction was necessitated by a number of factors and enumerated the slips reduced by each factor.

Commissioner Delgado asked what happens to the boats in the slips lost due to redevelopment.

Mr. Wisniewski responded the Department encourages lessees to offer slips to existing tenants, however, in this case the tenants will have to find a different anchorage.

Chairman Searcy commented there should be a proactive program for prior tenants to return to an anchorage once construction is completed.

Chairman Searcy opened the floor to public comments.

Ms. Andrus commented on parking and suggested widening the double slips rather than eliminating them.

Mr. Nahhas questioned the need to make every slip ADA-compliant and suggested the number of slips lost due to creation of a pump out station and other factors is excessive.

Ms. Marino commented on Parcels 20 and 21, and stated the scoping meeting was inappropriately noticed.

Mr. Gottlieb commented on the distance of the replacement parking from Parcel 21 to Parcel OT.

Mr. Wisniewski commented there is a benefit to moving the unused parking spaces from Parcel OT to Parcel 21, as it provides greater accessibility to Mother's Beach.

Mr. Barish commented that moving parking from Parcel OT to Parcel 21 will require an LCP amendment, and opined the County looks more like a developer than the government. He further stated the lease option should be denied.

Chairman Searcy asked if an LCP amendment can be applied to a specific parcel if there isn't a development concept before them.

Mr. Faughnan responded the County can propose an LCP Amendment without having an actual project. However, the County would have to fund all related costs instead of shifting the costs to the developers, as is currently the procedure.

Mr. Sherm Gardner, representing the lessee, addressed the reduction in boat slips in the current development plan. He stated that about 56% of the proposed slips will be 35 feet and under, and that a report submitted to the County in August showed 7% or 8% vacancy in slips 35 feet and under. During 2007, there was a 16% vacancy factor in slips 35 feet and under. The trend is changing, and the lessee would like to accommodate everyone. However, the small boater has the ability to store their boat out of the water. In addition, the slips on Parcel 21 are old and need to be replaced.

**Vice Chairman Lesser made a motion to continue Items 4a and 4b to the next meeting and requested drawings, as well as what LCP Amendments are required, seconded by Chairman Searcy. This motion was unanimously approved.**

## 5. NEW BUSINESS

**ITEM 5a: Parcel 10R (Neptune) and Parcel FF (Parking Lot 12) - Approval of Option to Amend Lease Agreement and Lease Option Agreement to Facilitate Redevelopment**

Chairman Searcy opened the floor to public comments.

Mr. Delange spoke about the implication of the Coastal Commission proceedings for this project and affordable housing.

Mr. Volpert, outside Counsel for the County, explained the required affordable units are all onsite.

Mr. Wisniewski explained the County is underwriting the cost of affordable housing, since developers can no longer pay an in-lieu fee and County rent is reduced. Parcel FF is a parking lot on open space, which entitlement will be moved to allow the development of a wetland park and the developer will fund half of the cost and a pro-rata share of the cost to replace 103 parking spaces.

Ms. Marino commented the developer is paying an in-lieu fee for the open space, the existing LCP contemplates a public park on Parcel FF and a comprehensive EIR must be completed prior to approval of new projects.

Ms. Aridrus commented on transient slips, a retirement hotel, and residential housing.

Ms. Barish commented that piecemealing through the process will have a negative impact, and the County should prepare a comprehensive LCP amendment.

Mr. Nahhas stated a need for community involvement and recreational boating.

Mr. Barish spoke about many projects requiring LCP amendments.

Mr. Gottlieb pointed out the County's redevelopment map has errors.

**Chairman Searcy made a motion to approve, Seconded by Vice Chairman Lesser. The motion was unanimously approved.**

## **ITEM 5b: Election of Officers**

The election of Commission officers is required every January to elect a Chair and Vice Chair.

Chairman Searcy stated he will not continue as the Chair due to personal business, and opened the floor for nominations.

Commissioner Delgado nominated Vice Chairman Lesser for Chairman, Seconded by Chairman Searcy.

Chairman Searcy nominated Commissioner Delgado for Vice Chairman, Seconded by Vice Chairman Lessor.

Chairman Searcy opened the floor to public comments.

Mr. Nahhas commended Chairman Searcy on his community involvement and acknowledged a difference of opinion.

Ms. Marino stated all five Commissioners should be present to elect a new Chairman, and asked this item be continued until all five Commissioners are able to vote.

Chairman Searcy asked County Counsel if it is proper to proceed with a quorum.

Mr. Faughnan replied there is currently a quorum, and voting can proceed as long as there are three votes.

**Chairman Searcy: There is a motion on the floor, it has been moved and seconded for Mr. Russ Lesser to serve as the Chairman for the upcoming year. The motion was unanimously approved.**

**Chairman Searcy: There is separate motion on the floor for Commissioner Delgado to serve as Vice Chair for the upcoming year. The motion was unanimously approved.**

Mr. Wisniewski read a letter and presented a certificate to Chairman Searcy commending him on his service to the community of Marina del Rey.

#### **Item 6a: Ongoing Activities**

Chairman Searcy opened the floor to public comments.

Ms. Dorothy Franklin disputed the Department of Public Work's finding that there is no water in the garage area and that the Esprit I building is not sinking. Ms. Franklin also commented on the Coastal Commission's January 2008 meeting.

**Chairman Searcy directed reports for Item 6a be received and filed.**

Chairman Searcy opened the floor again to public comments.

Mr. Bill Vreszk commented on the social impact of eminent domain eviction.

Mr. John Rizzo talked about parcel OT.

Mr. Delange commented on affordable housing and the analysis he co-authored.

Mr. Nahhas spoke about discussing boat slip data with the Department of Beaches and Harbors.

Vice Chairman Lesser asked for an agenda item to view Mr. Nahhas' fifteen minute video presentation.

Mr. Donald Klein commented on a letter he sent to the CEO of Almar Marina and clarified the content had no relation to slip rates. He also asked for a review of Esprit I and II and noted some of the parcels have been vacant for a long period of time.

Ms. Andrus asked for clarification on why Doug Ring is not paying minimum rent, and commented on liveboards who are displaced during redevelopment projects.

Vice Chairman Lessor asked for a report, based on current projects, that describes when slips will be closing and when slips will be coming back online.

Ms. Marino commented on the dysfunctional public process, the impacts of development on middle and lower income people, engineered blight, and the public process.

### **ADJOURNMENT**

Chairman Searcy adjourned the meeting at 1:52 p.m.

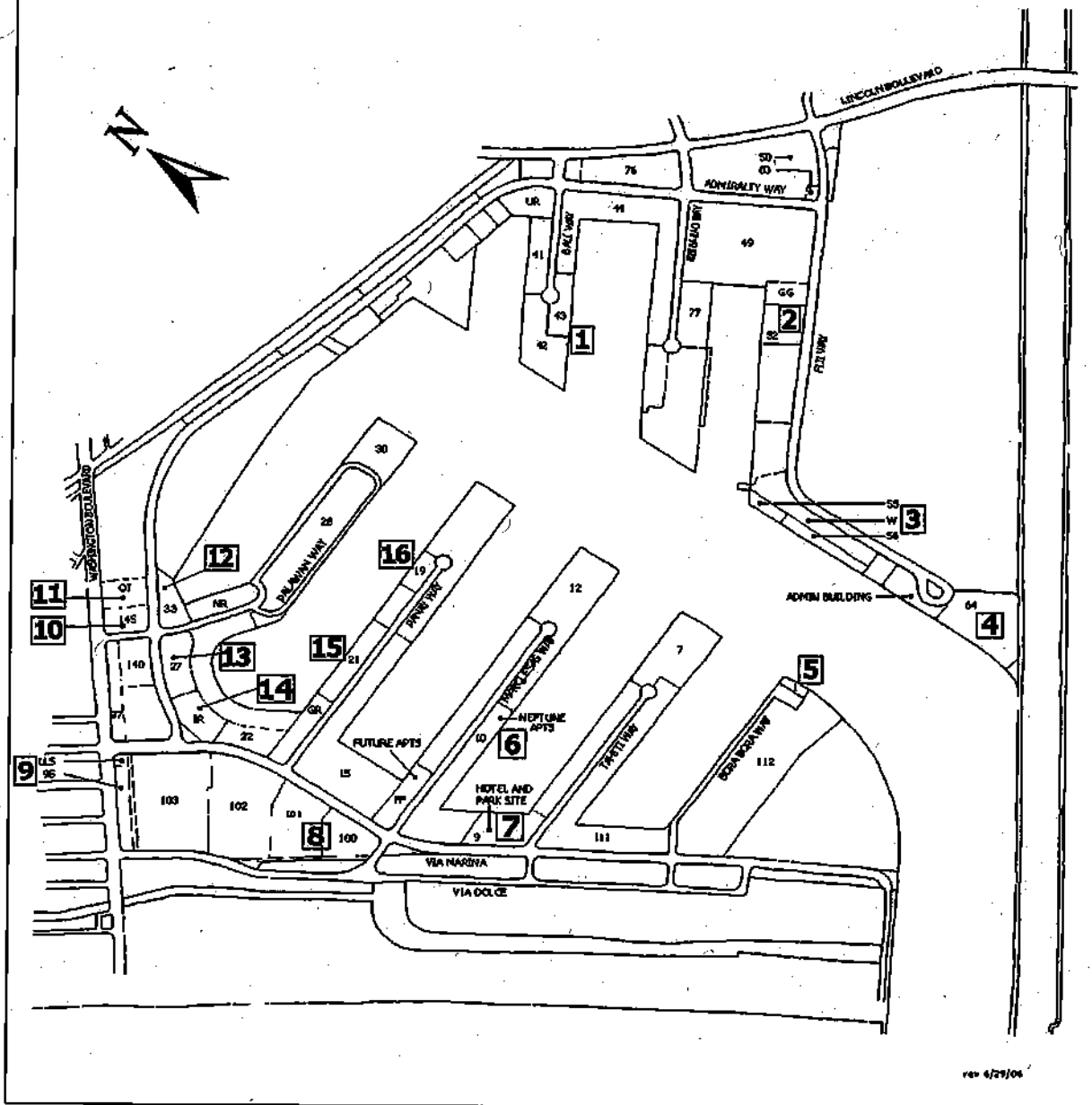
Respectfully submitted by:

R. L. Frisch on behalf of the Commission Secretary

**Marina del Rey Redevelopment Projects**  
**Descriptions and Status of Regulatory/Proprietary Approvals**  
**As of February 12, 2008**

Map Key	Parcel No. -- Project Name/Lessee	Lessee Name/ Representative	Redevelopment Proposed	Massing and Parking	Status	Regulatory Matters
1	42/43 - Marina del Rey Hotel/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* Complete renovation	No changes	Proprietary -- term sheet under negotiation Regulatory -- to be determined	
2	52/GG -- Boat Central/ Pacific Marina Development	Jeff Pence	* 367-vessel dry stack storage facility * 30-vessel mast up storage space * Sheriff boatwright facility	Massing -- 70' high boat storage building partially over water and parking with view corridor Parking -- all parking required of the project to be located on site, public parking to be replaced on Parcel 56	Proprietary -- term sheet approved by BOS on July 2006; SCHC approved Option March 2007; BOS approved Option May 2007 Regulatory -- DCB, on May 2007 (continued from March 2007 meeting; April meeting cancelled) DISAPPROVED project	LCP amendment to allow proposed use and to transfer Public Facility use to another parcel
3	55/56/W -- Fishermans 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	Massing -- Nine mixed use hotel/visitor-serving commercial/retail structures (eight are 1 or 2-story and one 60' tall hotel over ground floor retail/ restaurant), parking structure with view corridor Parking -- all parking required of the project to be located on site; must include parking for adjacent Parcel 61 lessee (Shanghai Reds) and replacement parking from Parcel 52	Proprietary -- lease documents approved by BOS December 2005 Regulatory -- DCB hearing May 2006, item continued; approved in concept July 2006. Regional Planning application filed May 2007	Shared parking analysis
4	64 - Villa Venetia/ Lyon Capital	Frank Suryan/ Mark Kelly	* 479-unit residential complex (includes 263 apartments and 216 condominium units) * 3,000 square-foot accessory retail space * 18-slip marina with water taxi slip * 28 foot-wide waterfront promenade and parkette	Massing -- Three buildings, two that are 140' tall, consisting of 11-12 floors of residential and 2 above-ground parking levels, and the third that is 84' tall, consisting of 6 floors over raised podium and plaza level with expansive covered parking Parking -- all parking required of the project to be located on site	Proprietary -- term sheet under negotiation Regulatory -- DCB conceptual approval October 2006; Regional Planning application filed December 2006	Affordable housing
5	1 -- Marina del Rey Landing/ Harbor Real Estate	Greg Schem	* New fuel dock facility with high-speed pumps and automatic payment * 3,300 square-foot dock mart and restrooms * New marina with 10 slips and transient berths * Public promenade and public view decks	Massing -- 1-story structure on the dock and on landside, each 19' tall Parking -- all parking required of the project to be located on site	Proprietary -- lease documents approved by BOS May 2006 Regulatory -- DCB conceptual approval May 2007; Regional Planning application filed January 2008	
6	10/FF -- Neptune Marina/ Legacy Partners	Jim Andersen	* 526 apartments * 161-slip marina + 7 end-ties * 28 foot-wide waterfront promenade * Replacement of public parking both on and off site	Massing -- Four 55' tall clustered 4-story residential buildings over parking with view corridor Parking -- 103 public parking spaces to be replaced off site	Proprietary -- term sheet approved by BOS August 2004; lease documents in process Regulatory -- DCB approval in concept June 2006; Regional Planning application filed November 2006	LCP amendment to allow apartments on Parcel FF Parking permit to allow some replacement public parking off site Replacement of Parcel FF open space Affordable housing
7	9 -- Woodfin Suite Hotel and Vacation Ownership/ Woodfin Hotels	Mark Rousseau	* 19-story, 288-room hotel (152 hotel rooms and 136 timeshare suites) * 5-story, 332-stall parking structure * New public transient docks * 28 foot-wide waterfront promenade * Wetland park	Massing -- 19-story hotel with 5-story parking structure, 225' tall, on northern half of parcel with view corridor and wetland park on southern half Parking -- all parking required of the project to be located on site	Proprietary -- Term Sheet approved by BOS February 2007 Regulatory -- DCB initial hearing May 2006, item continued; approved in concept June 2006; Regional Planning application filed November 2006	Timeshare component Wetland
8	100/101 - The Shores/ Del Rey Shores	Jerry Epstein/ David Levine	* 544-unit apartment complex * 10 new public parking spaces	Massing -- Twelve 75' tall 5-story residential buildings Parking -- all parking required of the project to be located on site plus 10 public beach parking spaces	Proprietary -- Lease extension Option approved by BOS December 2006 Regulatory -- Regional Planning approval June 2006; BOS heard appeal February 2006; continued to March 2007 where project was approved	
9	95/LLS -- Marina West Shopping Center/ Gold Coast	Michael Pashaie/ David Taban	* 72-unit apartment complex * 10,000 square-foot restaurant * 22,400 square-foot commercial space * Gateway parkette on Parcel LLS	Massing -- One 42' tall retail building, three 60' tall mixed-use residential/retail buildings and parkette Parking -- all parking required of the project to be located on site	Proprietary -- Term Sheet approved by BOS October 2007 Regulatory -- DCB initial hearing May 2006; item then on June, July, and September agenda; conceptual approval granted November 2006	
10	145 - Marina International Hotel/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* Complete renovation	No changes	Proprietary -- term sheet under negotiation Regulatory -- to be determined	
11	OT -- Admiralty Courts/ Goldrich & Kest Industries	Jona Goldrich/ Sherman Gardner	* 114-unit senior care facility * 3,000 square feet of retail space * Replacement public parking both on and off site * Public accessway from Washington to Admiralty	Massing -- One 5-story residential (senior) building over ground-floor retail and parking, 65' tall Parking -- all required project parking to be located on site; 92 public parking spaces to remain on site, 94 public parking spaces to be replaced off site near Marina Beach	Proprietary -- term sheet approved by BOS August 2005; lease documents in process Regulatory -- DCB conceptual approval August 2005; Regional Planning application filed May 2006, awaiting hearing date	LCP amendment to allow proposed use Parking permit for senior care facility Parking permit to allow some replacement public parking off site
12	33/NR -- The Waterfront	Ed Czucker	* 292 apartments * 32,400 square-foot restaurant/retail space * Rooftop observation deck * Replacement public parking both on and off site	Massing -- Three 5-story mixed use residential/retail buildings (two 44' tall and one 61' tall) with view corridor Parking -- 121 public parking spaces to be replaced on site, 70 public parking spaces to be replaced off site	Proprietary -- lease documents in process and economic terms being negotiated Regulatory -- DCB concept approval August 2004; revised project pending DCB consideration	LCP amendment to allow proposed use Parking permit to allow some replacement public parking off site
13	27 -- Jamaica Bay Inn/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* 69 additional hotel rooms * Renovate balance of property * Marina Beach Promenade	Massing -- 4-story, 45' tall, hotel expansion with view corridor Parking -- all parking required of the project to be located on site	Proprietary -- lease documents approved by BOS May 2006 Regulatory -- DCB conceptual approval obtained October 2005; Regional Planning application filed December 2005; RP Commission approval August 2007	
14	1R -- Marriott Residence Inn/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* 147-room hotel * Replacement of public parking both on and off site * Marina Beach Promenade	Massing -- Two hotel buildings above parking, 45' tall, with view corridor Parking -- 197 public parking spaces to remain on site, 20 or 89 public parking spaces to be replaced off site depending on intersection project	Proprietary -- lease documents approved by BOS Oct 2006 Regulatory -- DCB approved in concept February 2006; Regional Planning application in preparation	LCP amendment to allow proposed use Parking permit to allow some replacment public parking off site
15	21 -- Holiday Harbor Courts/ Goldrich & Kest Industries	Jona Goldrich/ Sherman Gardner	<u>Phase 1</u> * 5-story, 29,300 square-foot mixed-use building (health club, yacht club, retail, marine office) * 87-slip marina * 28 foot-wide waterfront promenade and pedestrian plaza <u>Phase 2 (Parcel C)</u> * Westernmost portion of land to revert to County for public parking	Massing -- One 56' tall commercial building with view corridor Parking -- all parking required of the project to be located on site, including 94 replacement spaces from OT and Parcel 20 boater parking	<u>Phase 1</u> Proprietary -- lease documents in process Regulatory -- DCB conceptual approval obtained August 2005; Regional Planning application (landside) filed July 2006 <u>Phase 2 (Parcel C)</u> DCB hearing March and April 2006, item continued	CDP for landside from Regional Planning CDP for waterside from Coastal Commission Parcel 20 CDP amendment from Regional Planning to transfer Parcel 20 Phase 2 (6,025 sf yacht club, 2,300 sf office space, 231 parking spaces) to Parcel 21
16	19 -- Administration Building/ Department of Beaches and Harbors (Alternate sites being considered)	N/A	* 26,000 square-foot County administration building	Massing -- One 56' tall building consisting of 2 floors office space over 3 parking levels Parking -- all parking required of the project to be located on site	Proprietary -- lease documents in process with Parcel 20 lessee for parcel reversion Regulatory -- DCB agenda May 2006 and November 2006; DCB workshop held January 2007	See Item #2 above

# PROJECT STATUS REPORT - KEY



**MINUTES  
OF  
MARINA DEL REY  
DESIGN CONTROL BOARD  
\*SPECIAL MEETING\***

**December 13, 2007**

**Department of Beaches and Harbors  
Burton Chace County Park  
Community Building – 13650 Mindanao Way  
Marina del Rey, CA 90292**

Members Present: Peter Phinney, A.I.A., Fourth District  
David Abelar, Second District  
Tony Wong, P.E., Fifth District

Members Absent: Susan Cloke, Chair

Department Staff Present: Santos Kriemann, Deputy Director  
Charlotte Miyamoto, Chief, Planning Division  
Ismael Lopez, Planner  
Teresa Young, Secretary

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

Guests Testifying: Al Udwin, Archstone-Smith  
Jill Peterson, Pacific Ocean Mgmt.  
Jim Barnett, Encore Image  
Amin Atlaschi, Pinkberry  
Dan Gottlieb, Marina Strand Colony II Resident  
Pat Younis, The Bridge Group  
Roslyn Walker, Marina del Rey Resident  
Beverly Moore, MdR Convention Visitors Bureau  
Ron Wood, SMYC Marina  
Monika Moses, GMPA Architects  
Ronald Katela, Brookfield Properties  
Erin Eartman, e<sup>2</sup> Lighting Design  
Calvin Ahbe, Ahbe Landscape Architects  
Robin Perkins, Selbert Perkins Design  
Rick DeMarco, The Counter  
David Blair, MCG Architecture  
Shatha Odish, Caruso Affiliated  
Mr. Curran (didn't sign guest list)  
Joe Preciado, Bay Club  
Ms. Liggett (didn't sign guest list)  
Mr. Gruiner (didn't sign guest list)

Mr. Shaper (didn't sign guest list)  
Ms. Raye (didn't sign guest list)  
Mr. Reiner-Aloni (didn't sign guest list)  
Mr. Daviee (didn't sign guest list)

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

**Mr. Phinney called the meeting to order at 3:15 p.m. Mr. Wong led the Pledge of Allegiance.**

3. **Design Control Board Reviews**

A. **Parcel 95 – Marina West– DCB #07-013**

Consideration of permanent signage for Lennar Urban

**Mr. Phinney (Wong) moved to approve DCB #07-013 with the condition that the lighting be only until 11:00 pm. [Unanimous consent]**

4. **New Business**

A. **Parcel 76 – Marina Towers – DCB #07-011-B**

Further consideration of exterior renovations.

Ms. Miyamoto gave a brief overview of the project.

**Public Comments**

Mr. Katela spoke about the original proposal plus alternate design and asked the Board for approval to commence constructions as soon as possible.

Mr. Ahbe spoke about the existing Mexican Fan Palm trees along Admiralty Way Lincoln Boulevard, and indicated that the number of olive trees had increased.

Mr. Reiner-Aloni had concerns about modifying the wooden bar screening with a new aluminum bar with a more natural black color alternative.

Mr. Daviee spoke about the proposed monument signage and explained that the project presented an alternate design. The applicant said the original is preferred for this project.

Ms. Eartman said they had considered the up-lighting and revised the project to have lighted Palm trees only. All lights will be turned on at dusk and off at 11:00 p.m.

**Public Comments**

No Public Comment

Mr. Phinney closed public comments



Board Comments

Mr. Phinney asked the Board members if they had any concerns.

Mr. Abelar and Mr. Wong replied no.

Mr. Phinney opened the project for further discussion.

Mr. Wong stated that the questions from the last meeting were addressed and he believed the original proposal was well-designed.

Mr. Abelar asked about lighting hours.

Ms. Eartman said the walking paths lighting would remain on 24/7 - enough time to provide security but only within the path of travel. Ms. Eartman reminded the Board that the ATM has to be well lighted and mounted with cameras, according to California Codes.

Mr. Phinney asked Ms. Eartman to elaborate on the lighting along Admiralty Way.

Ms. Eartman said the fixtures used affect the ground lighting only. She also stated the lights can be turned off at 11 p.m.

Mr. Wong asked for additional information on the proposed palm trees.

Mr. Ahbe explained the alternative design with olive trees but insisted the original design would have fewer olive trees with palms trees behind them.

Mr. Phinney asked Mr. Ahbe for lighting on the alternate landscape design.

Ms. Miyamoto mentioned the previous lighting option pertained to the Lincoln Boulevard elevation and not Admiralty Way as requested by the Board.

Mr. Phinney asked if they were looking at the right elevation.

Mr. Abhe said yes and that there were no olive trees proposed in the original presentation.

Mr. Phinney asked for additional data on lighting along Admiralty Way.

Ms. Eartman said their proposal included lights toward the existing palms and not along the parking garage.

Mr. Phinney asked about pedestrian lighting along Admiralty Way and if consideration was given to olive trees for this elevation.

Ms. Eartman said yes; the lighting was considered for the palm trees only, and olive trees were considered for this elevation.

Mr. Katela stated they preferred keeping the original design, in order to provide one consistent overall plan for the entire parcel. He said that there are three independent buildings along Admiralty Way and this project provided an office campus feel.

Mr. Phinney asked the Board if there were any additional comments and for a motion to be called; either to accept the alternates or revert back to the original concept in its entirety.

Mr. Wong (Abelar) moved to approve the original proposal for DCB Item 07-011.

Mr. Phinney said he wanted to clarify a couple of things concerning the original proposal:

1. To light every other palm tree, rather than each one; and
2. Accept the monument signs as originally proposed. (Any additional monument signs will be questioned.)

Mr. Phinney then asked for an explanation for the two pole lights and illumination quality.

Ms. Eartman said they could use both options discussed by the Board.

Mr. Phinney asked the applicant if they had a preference in the lighting.

Ms. Eartman said they preferred the original.

Mr. Phinney concurred.

Mr. Abelar questioned the design of the lighting and asked if both designs had the same lighting range.

Ms. Eartman asked if he was referring to the original design.

Mr. Abelar said yes.

Ms. Eartman said there was not an outside shield on either.

Mr. Phinney asked if the lighting pattern was the same.

Ms. Eartman said yes.

Mr. Katela said the only alternate modification they would like to have approved is to have the original stainless steel screening changed to brushed aluminum.

Mr. Phinney said they would like to amend the previous motion.

Mr. Wong stated there were two conditions for the original proposal. He then said there were two additional conditions requested by the applicant; one related to the sign material and the other to visual screening changes.

Mr. Wong asked Mr. Phinney to articulate the changes.

Mr. Phinney stated the motion is to accept the original plan. He said they were amending the motion to accept the original plan and reduce the up-lighting to every other palm tree.

Mr. Wong agreed.

Mr. Phinney said he would like to amend the motion by accepting individual monument signage from the original plan with a brushed aluminum finish. They are also approving the original parking area light pole design.

Mr. Katela said the original plan included wood screening.

Mr. Phinney agreed and said the Board asked to have it changed to stainless steel at the last meeting.

Mr. Wong said they will move for the original design with amendment.

Mr. Phinney accepted the changes.

Mr. Phinney said an additional amendment in favor of aluminum clear finish screen was required and asked the Board for more accuracy.

Mr. Phinney said the first motion would be amended and the new motion would accept the original plans for the landscaping and up-lighting on every other palm tree. He said they are approving the signage for individual monuments by using brush aluminum, accepting the original light pole design in the parking lot area and accepting the clear aluminum finish screen.

The Board agreed.

Mr. Wong added that there was no change of hours of illumination.

Mr. Katela said no. Indicating they were asked to return with the hours of operation upon the next meeting.

Mr. Wong asked Mr. Phinney to amend the hours of illumination to be no later than 11pm, except for the ATM safety lighting for pedestrian path and parking lot lights.

**Mr. Wong (Phinney) moved to approve DCB Item #07-011-B (original submittal design) with the following conditions:**

- 1. Applicant to limit up-lighting to every other palm trees; and**
- 2. Applicant to use clear aluminum finish on parking building entry screen.**

**B. Parcel 50 – Waterside Marina del Rey – DCB #07-014-B**

Further consideration of exterior renovations for The Counter

Ms. Miyamoto gave a brief overview of the project.

Public Comments

Ms. Raye discussed some of the color changes to the signage and exterior doors. Mr. or Mrs. stated the roll-up windows were originally approved in August.

Mr. Shaper said the crème and white trim on the building would remain, however the following items below were discussed:

1. The existing terra-cotta color will be replaced with a Lakeside blue color.
2. The storefronts will be replaced with a new front glazing and set of double doors.
3. The rear elevation will contain a door for emergency exit and stockroom entry.
4. The double doors on the rear will be replaced with two single doors.
5. The awnings on the back will remain but signage is to be added to three elevations.
6. Four signs total are proposed.
7. The east elevation will contain a blade sign and the primary signage with The Counter logo.

Mr. Abelar asked if access doors existed on both sides.

Mr. Barnett replied yes.

Mr. Shaper said the tenant space is located at the end of building, and that parking wraps around the building with canopies and entries on the west side.

Public Comments

No public comments.

Board Comments

Mr. Phinney asked the Board for any additional questions or concerns.

Mr. Abelar asked for the sign colors.

Mr. Shaper said there were four different colors on the signage; two variables of blue, one brown and one rusty aluminum.

Mr. Abelar asked how many signs there would be.

Ms. Raye said four total.

Mr. Abelar asked what the limit was regarding the number of signs a tenant could have.

Mr. Shaper said the number of signs proposed met Regional Planning codes, including the blade sign.

Mr. Abelar asked where the second sign would be placed.

Mr. Shaper said it would be placed at the rear of the building, facing Admiralty Way, and that the remaining two elevations would each have one sign.

Mr. Abelar asked staff if any other projecting blade sign existed in the Marina.

Ms. Odish said the blade sign was the only one, and due to the location of The Counter, at the end of the row, additional signage was requested.

Mr. Abelar stated it was true for the tenant on the opposite end and added that someone standing in front of The Counter, while looking north, would encounter the same problem; the tenant at the other end would not be visible.

Mr. Phinney asked if the building was blue or a new blue.

Ms. Odish said it is a new blue.

Mr. Phinney asked if the color was already approved.

Ms. Odish answered that to her knowledge, the color was a new blue.

Mr. Phinney said that it was his understanding that the proposal is advocating a blue and white as the trim and the ground molding. He also stated that currently, the building is painted in a yellowish color.

Ms. Odish replied yes.

Mr. Phinney stated the current proposal is now more like the other blue buildings.

Ms. Odish said it will match the rest of the buildings with a similar color.

Mr. Abelar interjected and said he was trying to understand the prints.

Mr. Phinney asked the applicant to clearly state for the record what happened to the roll-up windows. He stated that to his knowledge, there was an outside dining component that was no longer proposed.

Ms. Odish stated that they had difficulties with the design of the dining area and ADA access and, consequently, decided to remove the patio option.

Mr. Phinney asked the Board for a motion.

Mr. Abelar questioned the fourth sign and the two on the side of the building. He stated that he recalled having dealt with number of signs rather than size as an issue according to the regulations.

Mr. Phinney responded that a prior clothing tenant had two awning signs but only one entry. He said that particular tenant was allowed to have two signs, one directional and one façade sign, due to the location of the business' entry. He also asked if this issue sounded familiar.

Ms. Odish replied yes. She said that sub-lessee was no longer a tenant, but they had signs along Admiralty and Mindanao.

Mr. Phinney said the sign was painted and the primary sign was ideal.

Mr. Abelar said his concern dealt with the number of signs reflecting along Washington?

Ms. Odish stated that when two signs exist on a single façade, then there are code issues. She added that because the two signs proposed are different, it is acceptable and allowed by the code. She stated that it was important for them to have visibility from the primary entry and therefore a blade sign was ideal.

Mr. Abelar stated they were referring to the number of signs and not the size of each sign, which is defined by regulations.

Mr. Phinney asked Mr. Abelar if his concern was the proposed blade sign rather than a flat sign, as it is visible from the east elevation.

Mr. Abelar replied no.

Mr. Gruiner explained the importance of the blade sign due to the size of the existing Pier One retail space, where The Counter will be located. He stated that the area allocated to The Counter is scaled back and, therefore, a clear view of the restaurant will not be available from the north without identification with a blade sign or projection sign.

Mr. Abelar asked for a larger plan layout.

Mr. Tripp interjected and made reference regarding the Regional Planning sign regulation for ground floor businesses with entrances which are not on the street frontage. He stated that retailers are allowed to have one business sign for their business, but asked also to note that this building is fronted by streets on all three sides.

Mr. Abelar said the building was actually surrounded by parking lots.

Mr. Wong stated that there is only one side and one street.

Mr. Abelar again asked for a larger layout.

Mr. Phinney asked the Board to use of the microphone. He stated that their opinions had to be made public and addressed to the architect, tenant and owner according to the Brown Act.

Mr. Curran stated that he is ready to go forward with the project. He said the blade sign is a necessity for the business operation and that all other signs will be in conformance with existing signs.

Mr. Phinney said he cannot speak for all members of the Board but he understands the applicant's situation. He expressed his concerns regarding the blade sign, adding that future tenants will want to keep the blade sign which the Board will not accept. He advised the owner that, should this tenant be replaced, the blade sign will have to be removed.

Mr. Curran acknowledged this.

Mr. Phinney stated the applicant's proposal was reasonable and advised the Board that once the project was approved it could not be undone. He asked if he was clear.

Mr. Wong and Mr. Abelar replied yes.

Mr. Abelar said he does not object to the second sign; however, the Board has allowed only one sign in the past and asked staff to review this matter.

Ms. Odish responded and referred to existing conditions along Lincoln, which reflect the rear side of the center. She said tenants are now proposing tenant identification signs along Lincoln, which is the rear and service access for businesses.

Mr. Abelar clarified that he did not object to the sign on either side. He questioned the fact that two signs are proposed on one side.

Mr. Phinney asked Mr. Abelar if he accepted the argument regarding the retail having a stepped façade with considerable relief between one step and the next. He also suggested that the Board may consider these to be two independent façades.

Mr. Abelar said he was only trying to be consistent with prior decisions by the Board in the past.

Mr. Phinney referred to a prior sign approved as a mermaid blade sign over three years ago. He asked if anyone remembered this.

The Board replied no.

Mr. Phinney stated the blade sign was actually mermaid-shaped and similar to The Counter's sign.

Ms. Odish clarified that Pier One had been divided into four spaces, two of which had already been leased. She said that all new sublessees at this location will propose front and rear signage. She added that due to the design of the stepped façade, the canopy sign will not have much of a visual impact.

Mr. Abelar asked how far the set back was?

Mr. Abelar stated no more than 10 feet.

Mr. Phinney asked the architect to show where the stepped façade was located.

Mr. Phinney asked for a motion.

Mr. Abelar asked to review the sign colors first.

Mr. Wong said the sign colors were okay.

**Mr. Abelar (Phinney) moved to approve agenda DCB #07-014-B as submitted.  
[Unanimous consent]**

**C. Parcel 8 – Bay Club Apartments & Marina - DCB #07-016-B**

Further consideration of repainting

Ms. Miyamoto gave a brief overview of the project and stated that, as suggested by the Board, the applicant now proposed to paint each bay the same color.

Public Comments

Mr. Preciado said he believed the painting design to be a good concept.

Public Comment closed.

Board Comments

Mr. Abelar stated the Board covered the paint colors during the last meeting.



**Mr. Wong (Phinney) moved to approve DCB #07-016-B as submitted.  
[Unanimous consent]**

**D. Parcel 102 – Archstone Marina del Rey – DCB #07-009-B**

Further consideration of storage area renovations.

Ms. Miyamoto gave a brief overview of the project.

Public Comment

Mr. Udwin introduced Ms. Liggett

Mr. Udwin discussed the project modifications and referred to the shaded designs to describe the added storage square footage and new landscaped area. Mr. Udwin said that he met with Russ Fricano from Regional Planning, Charlotte Miyamoto and Jean Kamria, his Civil Engineer, to clarify the easements in the property. He added that the drainage easement had been vacated and that an 8” drain pipe was added to the proposed planters to pick up all nuisance water.

Mr. Phinney commended Mr. Udwin.

Mr. Udwin clarified the proposed building color, as requested during the August meeting, and said the color chip was included in the submittal.

Ms. Liggett discussed the sustainable landscape proposed and said that it would improve the visual quality of the façade.

Public Comment

Mr. Gottlieb said he provided a personal statement about the project to Ms. Cloke regarding the project, but it was not included in the minutes.

Mr. Phinney said he did not see the statement.

Mr. Gottlieb continued to read his statement for the record and provided a copy to Mr. Phinney.

Mr. Phinney closed the public testimony.

Board Comments

Mr. Phinney said that the applicant was essentially closing an area previously used as carports and that no roof work was proposed, leaving the building footprint as is. He asked staff to share any concerns on proximity to right-of-way and the meeting with the applicant’s Civil Engineer.

Ms. Miyamoto said that she met with Al Udwin and the Civil Engineer. She explained the proposed enclosure would not be encroaching into the right-of-way, and that Dell Avenue was once a public easement and was vacated by the City of Los Angeles. She said the County now owns Dell Avenue without any encumbrances of easement. Ms. Miyamoto also asked Mr. Phinney if he was aware of any zoning ordinances that might affect the project.

Mr. Phinney explained that the applicant was not encroaching into the right-of-way as shown on the plans and that the building was not built in conformance to the original plans. He said this proposal had no issues and asked the Board to share their concerns.

Mr. Abelar said the proposed project basically consisted of a wall enclosure and new planters. He asked if the planters were beneath the overhang.

Ms. Leggitt said yes.

Mr. Phinney asked for further questions.

Mr. Abelar asked what setbacks applied to the building.

Ms. Miyamoto said she did not know.

Mr. Tripp stated there were no specific setbacks for planters below 42" inches from grade. He said that the proposed planters are at ground level.

Mr. Abelar said referred back to his question from the last meeting stating he understood Mr. Tripp's comments.

Mr. Phinney asked for additional Board comments.

Mr. Wong and Mr. Abelar had none.

Mr. Phinney stated he was ready for a motion.

**Mr. Wong (Abelar) moved to approve DCB item #07-009-B as submitted [Unanimous consent].**

The following agenda items were not discussed due to time constraints:  
5B, 5C, 5D, 5E, 6, and 7.

Meeting adjourned at 4:50pm

Respectfully Submitted,

*Teresa Young*  
Secretary for the Design Control Board