



MarVista.org

P.O. Box 66871
Mar Vista, CA 90066
424-256-3633
info@marvista.org

Officers 2023-2024

Chair

Drew Ruesch
Drew.Ruesch@MarVista.org

1st Vice Chair

Andrew Marton
Andrew.Marton@MarVista.org

2nd Vice Chair

Carolyn K. Honda
Carolyn.Honda@MarVista.org

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Jennifer Rafeedie
Jennifer.Rafeedie@MarVista.org

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Greg.Kopelow@MarVista.org

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Certified Neighborhood Council
August 13, 2002

October 25, 2023

Transmitted via email

Department of City Planning
Attn: Haydee Urita Lopez
Principal City Planner
haydee.urita-lopez@lacity.org

Department of City Planning
Attn: Matthew Glesne
Senior City Planner
matthew.glesne@lacity.org

Department of City Planning
Attn: Blair Smith
Senior City Planner
blair.smith@lacity.org

Department of City Planning
Attn: Benjamin Sullivan
City Planning Associate
benjamin.sullivan@lacity.org

Department of City Planning
Attn: Cally Hardy
City Planner
cally.hardy@lacity.org

Department of City Planning
Attn: Eva Chang
Planning Assistant
eva.chang-person@lacity.org

Office of City of Los Angeles
Councilmember Traci Park
Attn: Jeff Khau
Planning Deputy
Jeff.Khau@lacity.org

RE: Feedback on Draft Rezoning Maps for Mar Vista Community Plan Update

The Mar Vista Community Council, acting on behalf of our diverse and engaged community, formally requests that the Department of City Planning (DCP) consider the extensive feedback we have gathered concerning the proposed draft Community Plan Update Maps for Mar Vista.

Enclosed with this letter is Exhibit A, a comprehensive report that succinctly summarizes the concerns, opinions, and recommendations expressed by a wide spectrum of our community's stakeholders through an extensive outreach process. This outreach process, which spanned several months, encompassed various mediums, including email communications and in-person discussions during Planning and Land Use Management (PLUM) Committee meetings. It was our sincere commitment to ensure that the diverse viewpoints of our community were thoroughly represented during this process.

The Mar Vista Community Council further wishes to emphasize that this feedback is not to be taken lightly; rather, it should be regarded as an official stance by the Mar Vista Community Council and, as such, the Mar Vista community at large. Through this communication, we hope to contribute valuable insights and input for your consideration as you proceed with updating the Mar Vista Community Plan.

Our active participation and input reflect our dedication to the welfare and growth of Mar Vista, and we trust that the Department of City Planning shares this commitment. Collaboration between the DCP and the Mar Vista community is integral in ensuring that any decisions made will have a lasting, positive impact on our local community.

We appreciate your attention to this matter and look forward to an ongoing and constructive dialogue as we work together to shape the future of Mar Vista. If you require further information or clarification on any aspect of the feedback provided, please do not hesitate to reach out to us.

Very Truly Yours,

Drew Ruesch,
MVCC Board Chair

CC: Councilwoman Traci Park, Star Parsamyan

EXHIBIT A:
Westside Community Planning Advisory Group Feedback
From Drew Ruesch (Mar Vista Representative)

General Advisory Group Feedback:

Clarify the New Zoning Code:

The New Zoning Code lacks effective explanations, particularly regarding density districts. It is essential to provide clear and accessible information on how many units can potentially be developed. Currently, the code lacks the necessary mathematical equations required to determine unit density. It is crucial to include these equations within the code or provide a separate resource where stakeholders can access this information.

Revise Advisory Meeting Structure:

The advisory meetings should be restructured into six sessions instead of three. This change would allow for a more comprehensive and inclusive discussion. The first session of each topic should primarily focus on a presentation to provide attendees with a clear understanding of the subject matter. However, it is necessary to schedule a second session a week later specifically dedicated to gathering feedback. This additional time will allow advisory group members to digest the presented information thoroughly, resulting in more informed and valuable feedback.

Enhance Community Outreach Efforts:

To ensure a fair and inclusive planning process, it is essential to prioritize additional outreach to communities. Relying solely on advisory group members to perform outreach is insufficient. Implementing a comprehensive outreach strategy that involves multiple channels, such as public forums, community meetings, and digital platforms, will help engage a broader range of stakeholders. This approach will ensure that all community members have an opportunity to contribute their input and concerns.

Incorporate Extensive Community Input:

The community plan map proposals presented in April and June of 2023 fail to adequately reflect the extensive community input received between 2019 and 2020. It is crucial to emphasize the importance of incorporating and honoring the feedback received during this period. The community's input should be carefully reviewed and integrated into the proposals to ensure that the final plan accurately reflects the diverse needs and perspectives of the community.

By addressing these key areas, we can enhance the transparency, inclusivity, and effectiveness of the rezoning process in the westside of Los Angeles.

Feedback For Residential Neighborhoods and Missing Middle Housing - April 3, 2023:

Draft Vision Statements and Guiding Principles - Feedback:

The current vision statement for Palms-Mar Vista-Del Rey lacks consideration for the preservation of historical landmarks. Significant historical sites such as Colonial Corner, Grand View Blvd., Mar Vista Stairs, Moreton Fig Tree (from the 1800s), The Mar Vista Oval, and the McLaughlin/Barrington corridor are not explicitly mentioned. To improve the vision statement, the following revisions are suggested:

- **Preservation of Historical Neighborhoods:** The vision statement should explicitly include the preservation of historical landmarks and areas, such as the Mar Vista Oval and Grand View Blvd. These significant cultural and architectural assets should be safeguarded and integrated into the overall development plan.
- **Strategic Zoning:** Emphasize that rezoning should prioritize major corridors before residential streets. This approach ensures that areas with higher transportation accessibility and infrastructure support are targeted for rezoning, promoting efficient and sustainable urban development.
- **Family-Focused Development:** Explicitly outline the vision for a family-friendly community by emphasizing the development of 2 and 3 bedroom units. This approach recognizes the need to accommodate diverse household sizes and promote housing options suitable for families.
- **Strengthening Infrastructure:** Clearly articulate the vision to strengthen infrastructure by incorporating additional units. This will ensure that the community's growth is supported by adequate amenities, services, and transportation options.
- **Preservation of Tree Canopy:** Mention the preservation of the tree canopy as a key objective to mitigate the heat island effect. This commitment demonstrates an environmental consciousness and a desire to maintain the area's aesthetic and ecological value. This also encourages other forms of mobility, like walkability in shaded areas.
- **Envisioning Area-Specific Goals:** Tailor the vision statement to be specific to the Palms-Mar Vista-Del Rey area. The statement should reflect the unique characteristics, history, and aspirations of the community rather than sounding generic or genericized.
- **Clarify the Goal of Affordable Housing:** Provide clarity on the goal of affordable housing, such as the target percentage of affordable units or specific income levels to be accommodated. This ensures that the vision statement addresses the pressing need for accessible and inclusive housing options.
- **Define Quality Transportation:** Clarify the concept of quality transportation within the vision statement. This could include references to reliable public transit, pedestrian and cyclist-friendly infrastructure, and reduced reliance on private vehicles.
- **Open Space and Pocket Parks:** Outline the need for additional open space, including the creation of dog parks and pocket parks, as Mar Vista increases in density. This

commitment to green spaces ensures the community's livability and provides opportunities for recreation and relaxation.

- Define "Restorative Community": Clarify the meaning of "Restorative community" within the vision statement to avoid ambiguity. Clearly explain how this concept will be implemented and its desired outcomes, fostering a sense of community well-being, and improving quality of life.

By incorporating these revisions, the vision statement for Palms-Mar Vista-Del Rey will become more comprehensive, specific, and responsive to the unique characteristics and needs of the community.

Draft GPLU Maps - Feedback:

Mar Vista: Preserve Historic Areas



Mar Vista Oval
"Beverly Hills of Mar Vista"



Grand View Blvd. & View Streets
(Historic Homes)

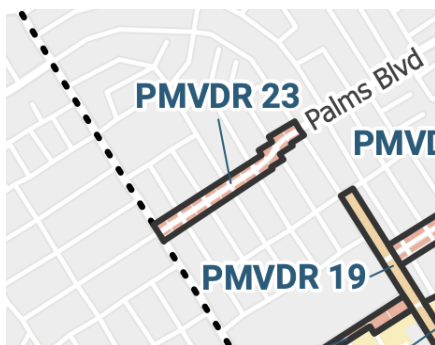
As part of the feedback, it is recommended to remove PMVDR 8, 13, 14, 15, 18, 21, 22, 26, and 27 from the GPLU Maps. The following are specific reasons for this recommendation:

Lack of Compatibility: These areas may not be suitable for the proposed density increases due to factors such as infrastructure limitations, neighborhood character, or other constraints. Removing them from the GPLU Maps ensures that the development focus is shifted to more appropriate locations which will be outlined below.

Alternative Solutions for Increasing Density: Instead of concentrating on these specific areas, it is suggested to explore alternative solutions for increasing density in commercial areas along Venice Blvd., Centinela, National Blvd., and Sepulveda Blvd. These areas may offer better opportunities for accommodating growth while considering existing infrastructure and neighborhood compatibility, and traffic flows.

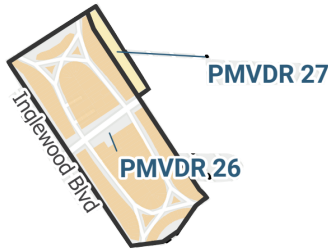
Specific Area Feedback:

PMVDR - 23



Lower Height to current R1 height restrictions.

PMVDR - 26 & 27



PMVDR - 27 (McLaughlin - Between Venice Blvd. & Washington Pl.)

This stretch of land has been extensively commented on in the [Planning the Westside 2020 Draft Concepts - Summary of Comments](#), some of the comments include:

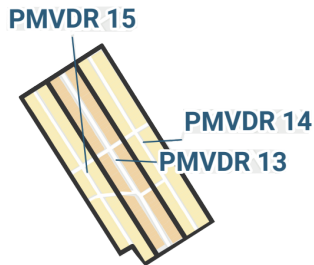
- It is recommended to reduce the density and building heights to a maximum of two stories along McLaughlin Avenue. Alternatively, these areas could be removed from the draft concepts altogether. This adjustment is necessary to ensure that the scale of development aligns with the existing character of the neighborhood.
- The MVCC is not supportive of changes that would allow for multi-family dense housing to be built on what are currently single-family residential properties along McLaughlin Avenue. Such changes may lead to increased traffic congestion, potential loss of property values, and raise concerns about street safety, especially for children. These factors need to be carefully considered to protect the well-being and livability of the neighborhood.
- It is crucial to protect the diverse communities of color in South Mar Vista from displacement and gentrification pressures. This includes both homeowners and renters. Any proposed changes should prioritize strategies and policies that ensure affordable housing options, provide safeguards against displacement, and preserve the cultural fabric of the community. Special attention must be given to protecting vulnerable populations and promoting equitable housing opportunities.

PMVDR - 26 ("The Oval")

- In 2020, this area was designated as a "historic" area. However, it is now being proposed as a 20 density district, which raises concerns regarding its suitability. The small lots and narrow streets along the 11800 block of Pacific Avenue, adjacent to the Oval Planning District, are not equipped to accommodate a 20 density district effectively.
- Additionally, there is an issue with the boundaries of "The Oval" as drawn by Survey LA. The north side of Pacific Avenue was incorrectly omitted from the designated area. This oversight further complicates the proposal for a 20 density district in this location.
- Considering these factors, it is advisable to remove "The Oval" from the draft GPLU Maps. Mar Vista has other areas that can better accommodate densification without disrupting a historically significant area. By exploring alternative locations, we can strike

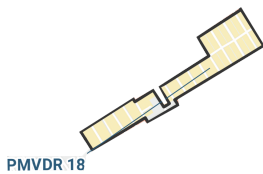
a balance between the need for increased density and the preservation of Mar Vista's historical charm.

PMVDR - 13, 14 & 15 ("The View Streets" - Mountain View, Grand View, and Ocean View)



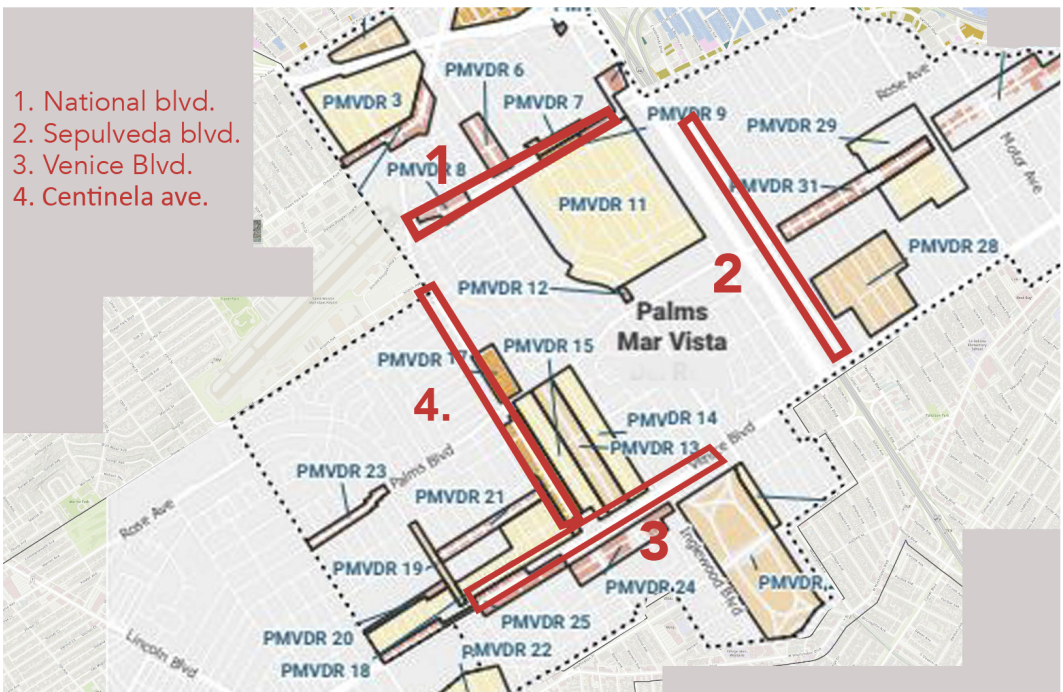
- The View Streets in Mar Vista are home to a collection of historically significant residences that date back to the turn of the century. These houses represent a valuable piece of the westside's earliest architectural heritage. Any proposed development in these areas would result in the destruction of the remaining historical structures that hold immense cultural and historical importance.
- In particular, the density district of 12 assigned to PMVDR 13 is particularly concerning. The planning process for this area seems to solely consider lot size, disregarding the unique character of the neighborhood and the preservation of its historic community.
- By removing these proposals from the GPLU maps we can safeguard the cultural heritage of the community and ensure that future development respects the unique history and character of the View Streets area in Mar Vista.

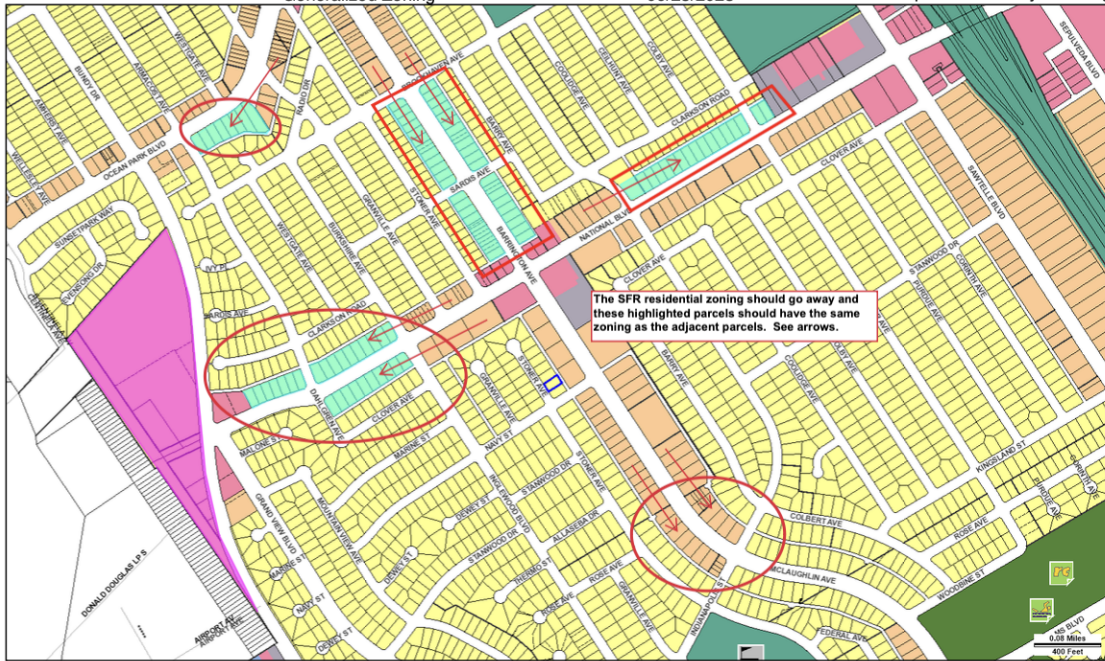
PMVDR - 18 (Zone 6: Area between beethoven and Centinela)



- To absorb additional density, it is suggested to focus on major commercial thoroughfares and encourage mixed-use development. This approach allows for the integration of residential and commercial spaces, promoting a vibrant and diverse community while utilizing existing infrastructure efficiently.
- Focus on Rezoning and Development along Venice Blvd: Venice Blvd provides an opportunity for increased density and the creation of a vibrant, modern downtown section. Rezoning efforts should be directed towards this area, prioritizing the construction of mixed residential-commercial buildings that can accommodate parking demands while contributing to a sense of community.
- Preserve Low-Density Neighborhoods and Promote Home Ownership: Low-density neighborhoods should be preserved. This approach promotes stability within the community and encourages long-term investment in the neighborhood.

Mar Vista: Areas Ripe for Rezoning

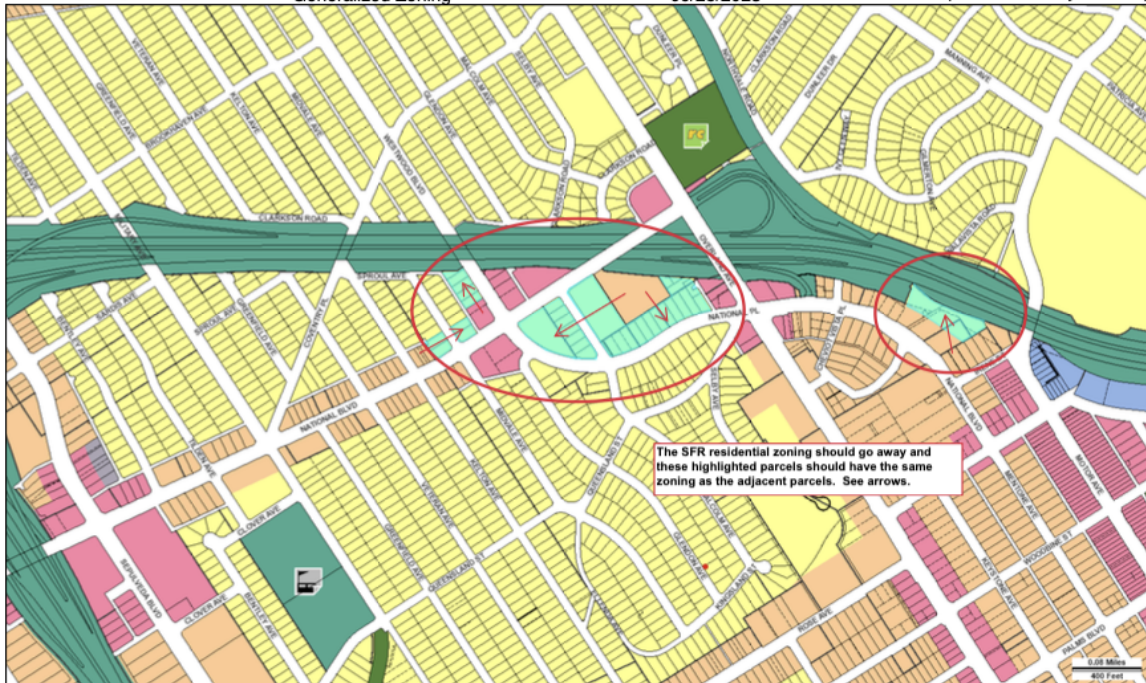




Address: 3042 S STONER AVE
APN: 4250030025
PIN #: 117B153 21

Tract: TR 23560
Block: None
Lot: 46
Arb: None

Zoning: R1V2
General Plan: Low Residential



Address: 3042 S STONER AVE
APN: 4250030025
PIN #: 117B153 21

Tract: TR 23560
Block: None
Lot: 46
Arb: None

Zoning: R1V2
General Plan: Low Residential



Feedback For Commercial Corridors, Neighborhood Amenities and Transit Areas - June 5, 2023:

Draft GPLU Maps - Feedback:

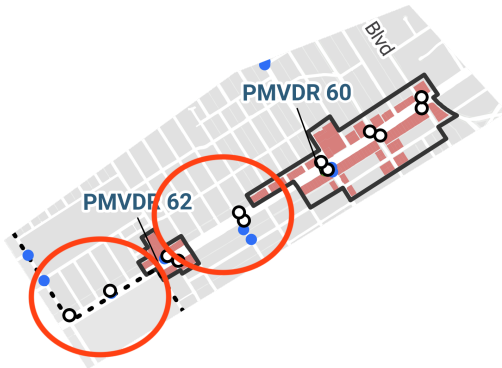
As part of this feedback, it is suggested to prioritize increasing density in commercial corridors within the Palms-Mar Vista-Del Rey community plan area instead of rezoning residential neighborhoods. By focusing on these commercial areas, there is a greater potential to accommodate growth while taking into account the existing infrastructure and maintaining compatibility with the surrounding neighborhoods.

This approach offers several advantages. Firstly, commercial corridors often have a more robust infrastructure in place, including transportation networks and public amenities, which can better support increased density. Secondly, it minimizes the potential disruption to established residential neighborhoods, preserving their character and quality of life. Lastly, concentrating growth in commercial areas can promote economic vitality, providing opportunities for local businesses and contributing to the overall vibrancy of the community.

The specific Areas that can take a greater rezoning are as listed:

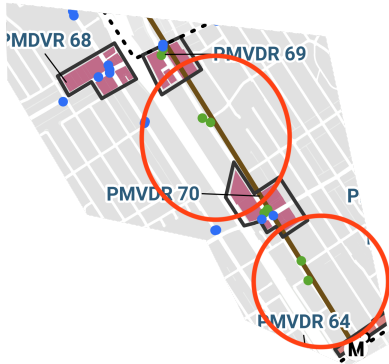
- Venice Blvd.
- Centinela Ave.
- National Blvd.,and
- Sepulveda Blvd.

PMVDR - 60 & 62 (Along Venice Blvd.)



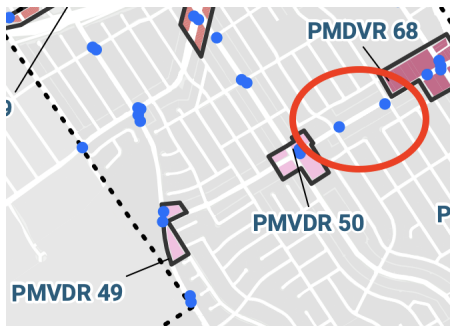
- It is recommended to rezone PMVDR 60 and 62 from "Villages" to "Community Centers" in order to address the challenges outlined in PMVDR 13, 14, 15, 18, 26, and 27. By making this change, the street will have the potential to accommodate taller buildings, ranging from 6 to 8 stories, with Floor Area Ratios (FARs) of 3.5 to 5.0.
- **This density increase should consider pre established view corridors (Ocean view, Grand View and Mountain View), and consider the intent when rezoning to allow buildings that may block the pre established view corridors.**
- This rezoning proposal aims to alleviate some of the development pressure experienced in other areas, offering an alternative location for increased density. By designating PMVDR 60 and 62 as "Community Centers," it signifies their importance as vibrant hubs within the community, capable of supporting taller and more intensive development.
- The increased building heights and FARs in this area can provide opportunities for mixed-use development, including a combination of residential, commercial, and public spaces. This approach allows for greater density while creating a sense of place and fostering a lively and cohesive urban environment.
- By strategically rezoning PMVDR 60 and 62 as "Community Centers," we can effectively manage growth and relieve some of the development pressures in other parts of the Palms-Mar Vista-Del Rey community plan area. This proposal aligns with the vision for a well-planned and sustainable community that balances density, functionality, and the preservation of neighborhood character.

PMVDR - 69 to 70 & 70 to 64 (Along Sepulveda blvd.)



- By strategically directing density increases to Sepulveda Blvd., we can achieve a balanced approach to urban development that meets the needs of the community while respecting the existing fabric of residential neighborhoods. This approach maximizes the potential for accommodating growth in a sustainable and compatible manner.

PMVDR - 50 to 68 (Along National blvd.)

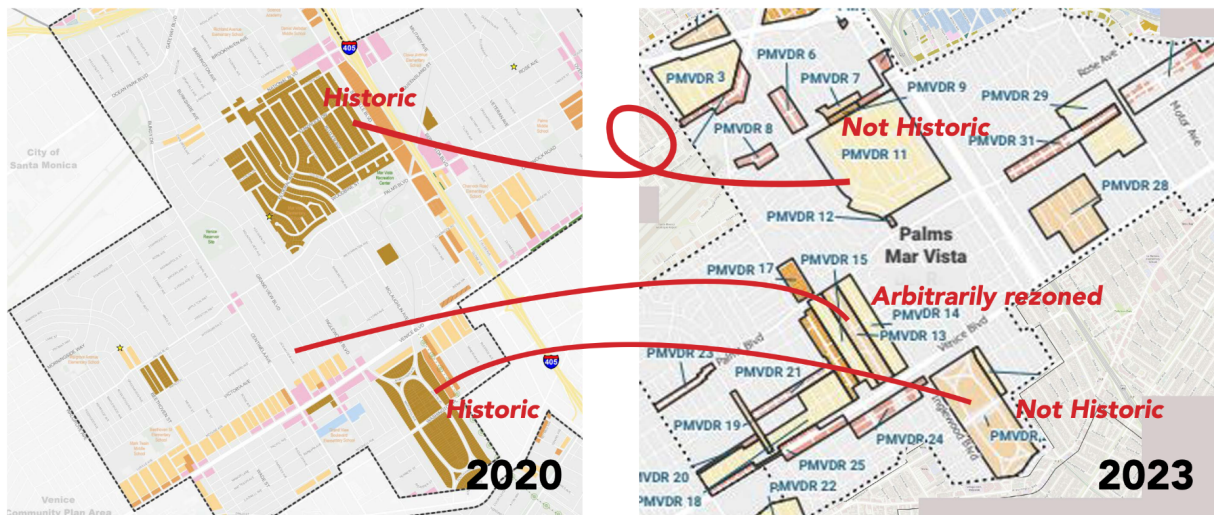


- National Blvd. presents another opportunity for maximizing land use and accommodating increased density through mixed-use development. Currently underutilized, this area has the potential to become a vibrant and thriving community with a well-balanced mix of residential and commercial spaces.
- By strategically planning for increased density along National Blvd., we can optimize the use of available land while considering the existing infrastructure and neighborhood context. This approach can revitalize the area, attract new businesses, and create a dynamic urban environment that benefits residents and visitors alike.
- Furthermore, increased density along National Blvd. can contribute to improved walkability, enhanced public transportation options, and the creation of a sense of place within the community.
- By capitalizing on the untapped potential of National Blvd., we can unlock the economic, social, and environmental benefits of increased density and mixed-use

development, creating a vibrant and livable community that meets the evolving needs of the Palms-Mar Vista-Del Rey area.

2020 vs. 2023 CPU Maps:

Mar Vista: 2020 and 2023 CPU maps look nothing alike



Extensive outreach and feedback was given in 2020, the new maps do not take into consideration all previous feedback ([link here](#)).

Community/Stakeholder Feedback

The MVCC organized and conducted meetings to gather feedback for this document. The first meeting took place on May 4, 2023, during the Mar Vista Planning and Land Use meeting held at Windward High School, specifically for community stakeholders. The meeting was comprehensive, lasting over two hours. Valuable feedback was gathered from a diverse group of over one hundred (100) participants.

To gather feedback, we actively encouraged both verbal and written input. The verbal feedback received during the meeting has been diligently incorporated into this document. Furthermore, we have considered and incorporated written comments, which include emails and letters from sixty-six (66) individuals. This comprehensive approach ensures that a wide range of perspectives and opinions are reflected in this feedback document.

Their feedback can be viewed [here](#). Or using this URL link:

<https://drive.google.com/drive/folders/1-JPQcn5mevTm0vnKwQm2pjYRTJZkRRTf?usp=sharing>