



Mar Vista Community Council



MAR VISTA COMMUNITY COUNCIL
Planning Land Use and Management (PLUM) Committee
MAR VISTA LIBRARY
12006 Venice Blvd., Los Angeles, CA 90066 (SW corner of Venice and Inglewood)
Chair: Mitchell Rishe
Co-Vice Chairs: Latrice Williams and Michael Millman
Wednesday, July 20, 2016, 6:30 – 8:00pm

MINUTES

1. **Call to Order. By Mitchell Rishe at 6:41pm.**
2. **Introductions and Public Comment** for items not on the agenda. **None.**
3. **Approval of Minutes.** Postponed to next meeting.
4. **Report on MVCC Board Actions.** None to report.
5. **Early Notification System ['ENS'] Update. Nothing to report.**
6. **Update on Citywide Baseline Mansionization Ordinance and Baseline Hillside Ordinance. Ezra Gale, Senior Planner to Councilmember Bonin, spoke on Planning Commission's July 14, 201 hearing on BMO.**
7. **New Business.**
 - A. **Discussion with Possible Motion. 12444 Venice Blvd., Case No. DIR 201-0304.**

Presentation by Applicant, Pamela Day of Crimson Holdings (See Attachment A).

Public Comment:

 - Lenore French – Supports project. Worked with developer on artist preference.
 - Kathy Cleary – Parking is a big issue. Project does not provide enough.
 - Sarah Auerswauld – Community needs more housing.
 - Greg Tedesco – Concerned about height. Asks for smaller rooftop.
 - Mark Pearson – Supports more housing.
 - LeeAnn Teaney – Undecided. Appreciated information provided by developer.
 - Ben Martin – No benefit other than to the builder. Parking projections unrealistic.
 - Roberta Goldman – Not enough parking. What about guest parking?
 - Joel Sender – Appreciates development, but not happy about

it. But it makes sense.

-Wayne Gunther – Project is too big.

-Matt Strainfellow – Opposes project. How can we stop this?

-Wayne Boehle – Opposes project. Traffic concerns. Does not believe it will improve traffic.

-Ram Rafiel – Supports project. Community needs more housing. There are alternative options for transportation, like Uber.

-Ralph Levy – Only 10% affordable units, for a total of only 7 affordable units. The rest are all at market rate.

-Ken Alpern – This project is an advertisement for voting against more transit. This could have been made smaller. Motion to work with developer, but to oppose project as is.

-Steve Wallace – This is the developer's second development on Venice Boulevard. The first was already approved.

-DJ Neff – Appreciates community coming together to discuss this important issue.

-Valerie Morris – Supports project.

-Holly Tinson – What is average rental rate in Los Angeles? \$2800/mo.

-Mitchellito – Rent is unaffordable. Artists need more housing.

-Jackie Kroskirty – Was told the same thing about parking for another development in Del Rey. And now nearby streets are filled.

-Brian – Cars and parking is not as big an issue for younger generation.

(Those filling out speaker cards who did not speak: Jennifer Lavita [for]; Armin Rafiel [for]; Daniel S [for]; Jon Miller [against].)

Alternative Motion #1 (by PLUM Chair Mitchell Rische):

Whereas, Crimson Holdings (the "Applicant") has filed an application with the City of Los Angeles for the property located at 12444 Venice Blvd., case number DIR 201-0304 (the "Project"); and

Whereas, the Project is located within the "Great Streets" corridor of Venice Boulevard; and

Whereas, the Project proposes an 85 foot tall, 7-story mixed-use development, and will be the tallest building on Venice Boulevard in Mar Vista; and

Whereas, the Project proposes 77 residential units and over 2,000 square feet of ground floor retail with 75 parking spaces, including one level of at-grade parking; and

Whereas, the Mar Vista Community Council is informed that the application is not presently scheduled for a public hearing because the

Project is "by right"; and

Whereas, by letter dated July 12, 2016, Councilmember Mike Bonin requested that, pursuant to L.A.M.C. 16.05(G)(3)(b), the Director of Planning schedule a public hearing on the Project because the proposed Project "may have a significant effect on neighboring properties" (Exhibit A); and

Whereas, the Mar Vista Community Council concurs and joins the request of Councilmember Bonin;

Be it resolved, that the Mar Vista Community Council requests that the Director of Planning schedule the Project for a public hearing, so that all community and environmental impacts can be properly addressed.

-Motion voluntarily withdrawn by the author.

Alternative Motion #2 (By Board Director Ken Alpern):

Executive Summary: The MVCC strongly opposes the proposed development as is, but will strive to work with both the developer and the City of L.A. to create a development more in character with the neighborhood, and which best meets the City goals of affordable housing, transit-oriented development, and Great Streets Initiative. A Site Plan Review and a public hearing called by the Director of Planning is called for by the MVCC.

Whereas, the Mar Vista Community Council (MVCC) has been a leader in promoting affordable housing, transit-oriented development, environmental law, the Great Streets Initiative, and appropriate mitigation with respect to all Planning decisions in the City of Los Angeles; and

Whereas, the proposed mixed-use development for 12444 Venice Blvd. (DIR-2016-304-DB-SPR) calls for a seven-story, 85-foot-height, 77-unit project with over 2000 square feet of ground floor retail but providing only 75 parking spaces; and

Whereas, this proposed development for 12444 Venice Blvd. ("the Development") has a height entirely out of character for the surrounding neighborhood, and sets an alarming if not dangerous precedent with respect to overdevelopment on Venice Blvd. (one of the City of Los Angeles' designated Great Streets) in that it almost guarantees parking spillover and inappropriate impacts on both the residential and commercial neighbors both immediately and regionally adjacent to the proposed development; and

Whereas, the Development has no safeguards for the residential and commercial neighbors with respect to environmental impacts, height impacts, inappropriate misinterpretation and precedent for affordable housing laws, and appropriate mitigation with respect to transit benefits in lieu of sufficient parking, and threatens both legal

and political efforts of the City to promote consensus and political will to create more affordable housing, mass transit initiatives, and sustainable urban infill; and

Whereas, the Development's planners and promoters have resisted calls for a public hearing on the Development's negative impacts on pedestrian, traffic, bicycle and bus commuters, as well as the Development's negative impacts on promoting Venice Blvd. as a City of Los Angeles Great Streets, and have resisted calls by the CD11 Councilmember's office for meeting with the Mar Vista Community Council;

The Mar Vista Community Council must therefore, in fulfilling its proper and appropriate role as a duly-elected Neighborhood Council to protect the rights, environment, and quality of life of all its stakeholders, **STRONGLY OPPOSE** the Development as currently planned **BUT WILL STRIVE TO WORK WITH** both its developers and the City of Los Angeles to, at this site:

1) Support a project that is more consistent with the intent and implementation of City and State environmental, CEQA, affordable housing, and transit-promoting laws and ordinances; and

2) Establish, with a Site Plan Review, the proper environmental review so as to determine the full environmental impacts of the currently-proposed Development; and

3) Support a project that is planned and implemented after appropriate meetings with, and input from, the Mar Vista Community Council and any relevant neighbors and neighborhood associations, as well as the CD11 Councilmember and his staff, including a public hearing to be called by the Director of Planning (and which has also been requested by Councilmember Mike Bonin, because the proposed Development may have a significant effect in changing the character of this neighborhood); and

34) Support a project that has sufficient subterranean parking, and can therefore both minimize or eliminate overflow parking impacts on its neighbors, and has appropriate height/transportation mitigations consistent with the region; and

45) Support a project that is consistent with, and not a distraction or distortion from, the intent of affordable housing, alternative and multimodal transportation initiatives, the Great Streets Initiative (particularly that which the MVCC has for years and is still working on for Venice Blvd.), and environmental laws promoted by the City of Los Angeles; and

56) Support a project that, with the use of subterranean parking, can be of lower/appropriate height and with sustainable environmental and infrastructural impacts, and can enhance both the profitability of the Development yet be also consistent with the

economic/environmental health of its residential and commercial neighbors.

-Motion by Ken Alpern, second by Steve Wallace.

-Motion amended by the author.

Motion approved 30-23 (or 38-30 including 7 ballots supporting and 8 ballots opposing the project).

Alternative Motion #3 (By Applicant Pamela Day):

Be it resolved that the Mar Vista Community Council supports the project for the property located at 12444 Venice Blvd., case number DIR 201-0304, subject to changes or additions mutually agreed upon at the PLUM hearing, if any.

-Motion by Pamela Day, second by Latrice Williams.

-Friendly amendment proposed by Mitchell Rishe, and accepted by the author.

-Motion defeated 26-29 (or 33-37 including 7 ballots supporting and 8 ballots opposing the project).

8. Public Comment. None.

9. Future Agenda Items. None.

10. Adjournment. By Mitchell Rishe at 8:30pm.

** PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS – The public is requested to fill out a “Speaker Card” to address the Committee on any agenda item before the Committee takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Committee’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Committee is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Committee and/or Board meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the Chair of the Committee.*

** THE AMERICAN WITH DISABILITIES ACT - As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities. Sign language interpreters, assistive listening devices and other auxiliary aids and/or services, may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting chair@marvista.org.*

** PUBLIC ACCESS OF RECORDS – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website, <http://www.marvista.org>, or at the scheduled meeting.*

In addition, if you would like a copy of any record related to an item on the agenda, contact secretary@marvista.org.

** RECONSIDERATION AND GRIEVANCE PROCESS - For information on MVCC's process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the MVCC Bylaws. The Bylaws are available at our Board meetings and our website, <http://www.marvista.org>.*

** PUBLIC POSTING OF AGENDAS - MVCC agendas are posted for public review on our website at <http://www.marvista.org>. You can also receive our agendas via email by subscribing to L.A. City's Early Notification System at <https://www.lacity.org/subscriptions>.*