



**Mar Vista
Community Council**

P.O. Box 66871
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2011-2012**

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Certified Neighborhood Council
August 13, 2002

March 21, 2012

To: Jordann Turner, Associate Zoning Administrator, City of Los Angeles

Re: ZA-2011-2980-CUB-CU, ENV-2011-2981-MND: 7-11 application for offsite beer and wine sales for the location at 3101 S. Overland Avenue on the SW corner of Overland Avenue at National Place, Mar Vista Community Council Zone 1.

The MVCC stakeholders of Zone 1 adjacent to the site have expressed opposition to the addition of a 24 hour convenience store selling alcohol to the existing businesses operating at this commercial corner location.

While the Mar Vista Community Council certainly recognizes the uses allowed by right in the C2 Commercial zone as defined in the City of Los Angeles Zoning Code, the MVCC has a duty to present stakeholders' opinions on land uses as well as to suggest mitigation measures to insure all aspects of the use will remain compatible with the surrounding neighborhood should the subject application be approved.

Therefore, at its regular meeting of February 14, 2012, the MVCC BOD approved the following motion: The Mar Vista Community Council does not support the Applicant's request to build a 7-11 in this location. We encourage the Applicant to renew discussions with the community to determine a successful and appropriate business for this location. However, if the Application is approved, the Mar Vista Community Council supports the following mitigations:

1. Limiting the hours of alcohol sales to 9:00 p.m.,
2. Not selling single cans/bottles of beer.
3. Providing a night-time security guard
4. Providing adequate lighting in the parking lot without shining into the homes of nearby residents.
5. Support for, and cooperation with, the City of Los Angeles Department of Transportation in adhering to the established limitations of ingress/egress from National Place and Queensland Street. Prior to the Overland Bridge project and the repaving of National Place and Queensland, there was a striped barrier with delineator poles preventing a left turn out of the Queensland/National Place exit -- thereby preventing folks from exiting into the residential neighborhood of Westside Village and minimizing the risk of automobile accidents. Motorists are supposed to exit the shopping center on Overland Avenue, turn right, and go south or exit the center at Queensland, turn right, and go east on National Place, south on Overland.
6. Signage: the existing sign for the shopping area is on Overland Avenue and is actually at the point of entrance from Overland, and any future sign should be positioned on Overland Ave. and face Overland Avenue. It should not be moved to the Queensland entrance because a large 7/11 sign at the Queensland entrance would make it appear that someone driving on Overland could enter from National Place/Queensland, which is not the case with the aforementioned raised barrier. The primary entrance/exit should remain on Overland and it seems appropriate for the signage to be near to that entrance.
7. Landscaping improvements, including the planting of drought-resistant plants and the fixing/upkeep of the irrigation system.

Kind regards,

Sharon Commins, Chair, Mar Vista Community Council
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