To: The Council

From: Mayor

Date: JUN 20 2014

Council District: 15

Proposed General Plan Amendment for Property Located at 1311 West Sepulveda Boulevard within the Harbor-Gateway Community Plan (CPC-2009-542-GPA-ZC-HD-ZV-ZAA-SPR)

I do not concur with the City Planning Commission’s action and thereby approve the proposed General Plan Amendment, and transmit this matter for your consideration.

ERIC GARCETTI
Mayor
A Proposed Multi-Family Project
Sea Breeze Apartments
Plum Hearing

Contact: Nancy Bush, A&M Properties
23545 Crenshaw Blvd, Ste 100, Torrance 90505
310-539-5390
The proposed site has been vacant for over 15 years.

The Mulligan Family Fun Center has been vacant for over 15 years. It is located at Lot 3, Subject Storm Plaza, Mulligan Family Fun Center, Storm Plaza, and is adjacent to the Storm Business Park. The proposed site is located at Lot 2, Storm Plaza, Mulligan Family Fun Center, Storm Plaza, and is adjacent to the Storm Business Park. The proposed site is located at Lot 3, Storm Plaza, Mulligan Family Fun Center, Storm Plaza, and is adjacent to the Storm Business Park.
The community is not in favor of a used car auction lot.
Harbor Gateway Community Plan promotes residential and mixed-used developments along commercial corridors.

- Sepulveda Boulevard is a commercial corridor even though it is designated as Manufacturing in the General/Community Plan.
The proposed mixed-use nature of the total project will meet the objectives of development along commercial corridors. The north side of Sepulveda is actually built out as a commercial corridor and the General Plan should be updated from blue to red. The proposed project is part of the commercial corridor.
Harbor Gateway is not part of the study area included in the Industrial Land Use Policy (ILUP) report.

Downtown
- 2,322 residential units built on Industrial land
- Less than 5% of land zoned "M".

Harbor Gateway
- 0 residential units built on Industrial land
- 41% of land zoned "M".

The Industrial Land Use Policy (ILUP) report states that Harbor Gateway is not part of the study area included in the report.
Plenty of under utilized industrial-zoned land in Harbor Gateway.
41% of industrial land in Harbor Gateway, compared to 8% in the City of Los Angeles.
This case is a unique exception to the Industrial Land Use Policy (ILUP). Storm developed a business park & plaza; sold Lot 2 & 3.
On this 5 acres site, warehouses generate 34 jobs, apartments generate 40 permanent jobs + approximately 100 home-based businesses. The Fiscal Impact Analysis Model (FIAM) developed by Fishkind & Associates and Urban Land Institute estimates a significant economic impact. The Logistics Warehouse, with a warehouse capacity of 5,000 sq ft per employee, is highlighted for its potential in generating jobs and revenue. Aerospace Manufacturing is another key industry that contributes to the area's economic landscape.
Condos built on M-zoned used car auction lot are a stone's throw away from the proposed apartment project.
L&B bought the Business Park about 2.5 years ago knowing the 78-unit condos across street and Sea Breeze was in the entitlement process.
Sea Breeze sold a 50' land strip to the Business Park; Also the apartments building will set back 50', with landscape buffer (code req. 15).
Sea Breeze will work with the neighbors for an indemnification agreement and a full disclosure to prospective tenants.

Note: Encroachment to L.A. Times Lot

Sea Breeze will work with the neighbors for an indemnification agreement and a full disclosure to prospective tenants.
The Sea Breeze developer built and has owned the last new apartments in Harbor Gateway since 1989.

- 35-unit apartments: 1600 W. Carson Street (0.42 acres or 83 units/acre)
- 77-unit apartments: 1306 W. Carson Street (0.76 acres or 101 units/acre)
- 44-unit apartments: 22610 S. Western Ave (0.54 acres or 82 units/acre)
Councilman Joe Buscaino attended a ground-breaking ceremony to build a 131-unit apartment on a high school campus in Harbor Gateway.
First new apartments in 25 years were built on a high school campus.

The Sea Breeze site to address the housing shortage in Harbor Gateway.

Former Councilwoman Janice Hahn initiated an apartment project on
Current Councilman Joe Buscaino supports workforce housing for teachers, police officers, nurses, other professionals near work places.

Housing Shortage in Harbor Gateway.

Apartments built near a baseball field of Gardena High School.
The mixed-use nature of the Sea Breeze Apartments project will help reduce vehicle travel and air pollution.

According to a 2012 DOT report, each year U.S. traffic congestion wastes:

- 5.5 billion hours on the road
- 51.9 billion gallons of gas

Apart from reducing travel and air pollution, the project will contribute to the overall sustainability and livability of the area.
Sea Breeze Apartments is shovel ready:

- 1,000 construction jobs
- 40 permanent jobs
- 100 home-based businesses

This case is a unique exception to the Industrial Land Use Policy (ILUP)

The City Council and the community support this project to address the housing shortage in Harbor Gateway

The mixed-use nature of the total project will help reduce vehicle travel and air pollution

The proposed project has obtained permits to break ground and create jobs.

Harbor Gateway

This project is located in an area of the total project that

This case is a unique exception to the Industrial Land Use Policy (ILUP)
Appendix: Apartments project in West L.A. built on "M" zoned land approved by the L.A. City Council (ORD-174114)
Apartments project built in West Los Angeles approved by the L.A. City Council after denied by the Planning Commission.

Councilman Mike Hernandez, PLUM committee, "the subject site has been vacant for at least several years and is no longer suitable for industrial use."
Instead of a signal light at the Fontaine Way cul-de-sac, two left turn lanes at Sepulveda and Normandie will be added.
Sea Breeze
Letters of Support
July 12, 2011

Ms. Nancy Bush
Seabreeze Development
23545 Crenshaw Blvd., Ste. 100
Torrance, CA 90505

Re: 1311 W. Sepulveda Boulevard, Harbor Gateway

Dear Ms. Bush:

I am writing you today to offer my conditional support for your proposed 352 unit residential project. This project will provide new housing units in an area that has had little, if any significant development in recent years.

As the project progresses, the following items are of importance to my constituents:

- Confirmation from Storm Properties will allow a permanent easement to allow a secondary access point for ingress and egress route to Normandie Avenue through their proposed retail development.
- Environmentally appealing design and architectural features to obscure the visual impact of the above grade parking structures.
- Provide Quimby funds calculated at the current rate for R-4 zoned properties at $4,269.00 per unit ($1,502,688 total) to be used specifically for open space improvements in the Harbor Gateway South and Harbor City Neighborhood Council areas. (Ordinance 159-691, LAMC Section 12.33, Council File 84-0978).
- Work in good faith with the Harbor City Neighborhood Council to develop support for the proposed development.
- Continue to seek a traffic signal on Sepulveda Blvd. to mitigate traffic impacts.
- Approval of the City of Los Angeles Planning Department.

I encourage you to remain involved with all affected stakeholders including both the Harbor City and Harbor Gateway South Neighborhood Councils as your project moves forward.

Sincerely,

JANICE HAHN
Councilwoman, 15th District
City of Los Angeles
January 24, 2011

Councilwoman Janice Hahn
City of Los Angeles
200 N. Spring Street, Rm. 435
Los Angeles, CA 90012

Dear Councilwoman Hahn,

I am writing to confirm that the Planning Committee of the Harbor Gateway South Neighborhood Council is in favor of the proposed Seabreeze multi residential development located within the Northwest lots at Sepulveda and Normandie Avenues.

This project will add over 300 units of work force housing to our council district in an industrial area that could cut traffic congestions and help our stakeholders in their efforts to find housing they can afford.

The proposed project was presented to the general public at two open meetings and was approved at our Harbor Gateway South Neighborhood Council Board meeting on February 12, 2009.

We will continue to work closely with A & M as this project progresses.

Sincerely,

Adreinne O'Neill, President
September 8, 2014

Planning and Land Use Management Committee
200 N. Spring Street, Room 350
Los Angeles, CA 90012
Re: Sea Breeze Apartments, 1309-1311 W. Sepulveda Blvd., Torrance
Case#CPC-2009-542-GPA-ZC-HD-ZV-ZAA-SPR

Dear Planning and Land Use Management Committee,

In 2008 and 2009, Nancy Bush and Darryl Fisher, as Representatives of A & M Properties for the Sea Breeze Apartment project at Sepulveda and Normandie presented the proposed project several times before our Harbor Gateway South Neighborhood Council and Stakeholders seeking our input and approval.

Our Planning Committee investigated the project merits and location and decided it was a good area to develop new work-force housing to meet the needs of our community. As President of the Harbor Gateway South Neighborhood Council at the time I attest that our Board considered all of the facts of the proposed apartments and voted for its approval.

The located of the proposed development is serviced by both North and South and East and West bus lines. Further it is close to and would benefit workplaces, retail and restaurant operations.

I am asking your reconsideration of this project due to the fact that our Harbor Gateway South Neighborhood Council board voted for its approval after determining it was good for our area. As a member of the group Plan Check and having worked with the Planning Department, I feel that this decision should be reversed and the project should be approved.

Sincerely,

Adrienne O’Neill

P. S. On a personal note, I have lived in the Harbor Gateway area for 14 years. I love where I live and I will always work for the betterment of this area whether I am on the Board of the Neighborhood Council or not.

cc: Mayor Eric Garcetti, Councilman Buscaino
September 8th, 2014

Councilman Joe Buscaino
City Hall
200 N. Spring Street, Room 425
Los Angeles, CA 90012

RE: Residential Development at 1309 and 1311 W. Sepulveda Blvd.
(Adjacent to Storm Plaza Torrance and Storm Business Park)

Honorable Councilman Joe Buscaino,

I am writing on behalf of Storm Properties, Inc., as the Manager of Storm Plaza Torrance, LLC and an affiliate of Storm Industries which own the industrial buildings known as Storm Business Park, both located adjacent to the above referenced property near the intersection of Normandie Ave. and Sepulveda Blvd.

We endorse the new residential development project next to our brand new Storm Plaza and well-established Storm Business Park, subject to Lots 4 & 5 of TTM 65665 being excluded from any General Plan Amendment and Zone change from Industrial/M-3-1VL to Commercial/C2. Storm Plaza Torrance, LLC’s two lots (Lot 4 & 5) were added to the rezoning by the city planning department as “add lots” and we strongly oppose them being rezoned.

We believe this compromise to allow the residential development will benefit Harbor Gateway, the City of Los Angeles, our surrounding neighbors, and our corporate employees by:

• Fulfilling the shortage of housing units.
• Potentially facilitating a reduction of vehicle miles traveled to work places.
• Complementing the retail businesses on Sepulveda Blvd.

We wholeheartedly agree that your support of this project will benefit the community and improve the residents’ quality of life.

Sincerely,

Jay Ahluwalia
President

23223 Normandie Ave., Torrance, CA 90501-5050  T: 310.534.5232  F: 310.534.8499
Dear Los Angeles City Council and Planning and Land Use Management Committee:

My name is Connie Hobbs and I retired as Director of Sales and Marketing for Storm Properties in December of 2011. During my eighteen years at Storm I worked in Torrance and directly with the Storm family, including Walter Storm, the founder of Storm Industries of which Storm Properties is a division. I was very much involved in the sale of Lots 2 and 3 in 2009 to the developer of SeaBreeze. I now support the project as an individual.

Beginning in late 2002 or early 2003 and continuing over the years, many options were considered to determine the best use for Lots 2 and 3. Industrial development was eventually ruled out because of substantial issues with architectural plans, setbacks, ingress, and egress. The lots are landlocked and semi tractor-trailer trucks would need to enter and exit onto Sepulveda Blvd., which would impact traffic flow. The proposed building and shipping dock plans did not work because only a very tight space could be configured for the docks and it would be very difficult for large trucks to back into the dock and then maneuver to exit the area. This was not a desirable situation. Therefore, industrial development was determined not the best use for the property.

Residential development was determined to be a much better use for the property however Storm had no interest in building because of commitments to other residential projects that were under development. Commercial development was also considered but the final decision was to develop only the property with frontage along Sepulveda Blvd., not Lots 2 and 3. Therefore, until the property was sold to SeaBreeze in 2009 the lots remained mostly unused by Storm.

I support the SeaBreeze project because it was previously determined residential was the best use of the property; SeaBreeze will provide nearby housing for people working in or near the area; and, the project is complimentary to the newly built Storm Plaza on the corner of Sepulveda and Normandie.

Best regards,

Connie Hobbs
Mulligan Family Fun Center  
1313 West Sepulveda Boulevard  
Torrance, California 90501  
Phone: (310) 325-3950

Councilman Joe Buscaino  
City Hall  
200 N. Spring Street, Room 425  
Los Angeles, CA 90012

Subject: Development Project – 1309/1311 W. Sepulveda Blvd., Harbor Gateway, Los Angeles

Dear Members of the Planning Commission:

As the owner of Mulligan Family Fun Center located at 1313 W. Sepulveda Blvd., we support the proposed retail and residential development(s) adjacent to our property. These developments will provide crucial housing and amenities for working families and are a welcome addition to the area.

Thank you for your support.

Sincerely,

The Mulligan Family Fun Center  
Georgia Claessens
September 9, 2014

Planning and Land Use Management Committee
200 N. Spring Street, Room 350
Los Angeles, CA 90012

Re: Case#CPC-2009-542-GPA-ZC-HD-ZV-ZAA-SPR
1309-1311 W. Sepulveda Boulevard
Torrance, CA 90501

Dear Planning and Land Use Management Committee,

I am writing on behalf of the Harbor City Harbor Gateway Chamber of Commerce with over 200 members strong in support of the proposed 342 unit Sea Breeze Apartment project at 1309-1311 W. Sepulveda Boulevard in the City of Los Angeles.

Sea Breeze Apartments will replace vacant land that has been an eyesore in our community for over 12 years, provide needed quality housing in an area that has not seen new apartments built for over two decades and create construction as well as permanent jobs within our local community.

New housing is extremely important to support the vital growth of the Los Angeles Harbor area and meet the local housing needs of the general workforce.

We particularly see that this location is ideally near major transit centers and bus lines and will provide local employees with a nice place to live close to their workplaces.

Again, our Chamber supports the Sea Breeze Apartment project and asks that you would provide your support to help solve our Harbor Gateway housing shortage. Thank you.

Sincerely,

Robert Dworkin
President

cc: Mayor Eric Garcetti and Councilman Joe Buscaino
Planning Commission  
City of Los Angeles  
200 N. Spring Street  
Los Angeles, CA 90012  

Subject: Apartment Project at 1309 W. Sepulveda Blvd.

Dear President and members of the City Planning Commission:

I am writing this letter in support of the above subject multi-family development.

Room and Board offers a collection of furniture for residential homes. A residential project like this kind will be a welcoming addition to our neighborhood.

We can't wait to share our story and our furniture with the future residents of the apartment homes. Hope you will support this residential development as well.

Yours truly,

Ron Aviram, Southern California Manager  
Room and Board
Planning Commission
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

RE: Residential Project Adjacent to Mulligan

Dear Members of the Planning Commission,

It is my pleasure to write a letter in support of the proposed apartment development being submitted to the City.

We support the efforts of the developer as it seeks to meet the need of a severe housing shortage for local professionals who provide vital services in the community. The project can help our employees have a much shorter commute to work and improve the overall quality of living in the South Bay.

I would ask you to support this project. Thank you for your consideration.

Sincerely yours,

Camy Brullo, Director, Distribution Center
Murad Transforming Skin Care
May 10, 2013

Planning Commission
Los Angeles City Hall
200 N. Spring Street
Los Angeles, CA 90012

Dear Sir or Madame,

As recent Associate Partner of Hendricks & Partners, a multifamily investment company, and my previous 18 years with CB Richard Ellis Group, Inc., I’m writing to express my views on the multi-family housing market in the Harbor Gateway area.

For the past 20 years, Harbor Gateway has seen no new apartment construction activity. The primary reason is that Harbor Gateway has an inadequate supply of land zoned for multi-family housing. Although there are opportunities to build condominiums in the mixed residential neighborhood zoned RD 1.5, located south of Torrance Boulevard and 228th Street, single family homes must be destroyed in order to make room for new developments.

Most of the apartment units in the Harbor Gateway area are older Class C buildings, in addition to a few Class B apartments built in the late 1980's. As a result, apartments were built on underutilized commercially zoned parcels (C2) along Carson Street and Western Avenue. The last apartment construction was a 77-unit building in 1988 on a C2-1 land to 1.5 F. A. R. at the southwest corner of Carson Street and Normandie Avenue. Likewise, in 1989 a 44-unit apartment was built at the southeast corner of Western Avenue and 226th Street on a C2-1 lot.

Due to the shortage of workforce housing in Harbor Gateway in recent years, there was a concerted effort to help teachers and families find housing and live closer to their jobs. For example, L.A. Unified School District worked with developers to build apartments on a district-owned site on the campus of Gardena High School.

Over the course of my 33-year professional career, mainly in the Harbor Gateway area, I have witnessed the redevelopment of industrially zoned sites into the construction of mid to high-rise freestanding office buildings and large-scale warehouse and distribution facilities. As a result, an increasing demand for nearby residential properties makes new housing development crucial in Harbor Gateway.

Sincerely,

Michael McKinney, Senior Vice President
Hendricks & Partners | A Multifamily Investment Banking Company

cc: Doane Liu, Alison Becker, Jacob Haik, Ana Dragin
September 8, 2014

Planning and Land use Management Committee
200 N. Spring Street, Room 350
Los Angeles, CA 90012

Case #CPC-2009-542-GPA-ZC-HD-ZV-ZAA-SPR
1309-1311 W. Sepulveda Boulevard, Torrance, CA 90501

Dear Planning and Land Use Management Committee:

I am writing this letter in support of the proposed apartment project at Sepulveda and Normandie Avenue.

I have been a resident of Harbor Gateway for 18 years and am currently an apartment manager in the Harbor Gateway area for over 16 years.

Having met several hundred applicants over the years that are looking for places to live, I understand the lack of housing and the need for more quality apartment rentals in the Harbor Gateway area.

The apartment building that I managed is 100% occupied a majority the time. We have a waiting list of people who want nice housing close to their workplaces.

I strongly support the proposed apartment project to help many workers to live and work within the same area.

Sincerely yours,

Ruben Miguel
22610 S Western Ave Unit 301
Torrance, CA 90501
September 8, 2014

Planning and Land Use Management Committee  
200 N. Spring Street, Room 350  
Los Angeles, CA 90012

Re: Case #CPC-2009-542-GPA-ZC-HD-ZV-ZAA-SPR  
Sea Breeze Apartments 1309-1311 W. Sepulveda Blvd., Torrance, CA 90501

Dear Planning and Land Use Management Committee:

I have been a resident of the Harbor Gateway area for 26 years and I love this area. I am a working professional and college graduate. I currently live at home with my parents because it is close to my work and I desire to not have long commutes and to stay near family.

I have been looking but there’s not much quality rental housing in our area. In the future, I hope that I can find a place of my own and still live in the same vicinity of where I grew up and remain near family. The project of building this apartment complex in our area will meet my future plans.

Thank you and I hope you will consider the housing needs of many of us who need to rent and would like to stay in the area.

I look forward to having this new housing in the Harbor Gateway area come to reality.

Sincerely,

Jennifer Pattillo  
Harbor Gateway Resident