

12444 Venice Blvd. Project---OPPOSE

patricia mc pherson

Aug 21, 2017 8:28 AM

Posted in group: **Clerk-PLUM-Committee**

Planning and Land Use,

My family opposes the project at 12444 Venice Blvd. as currently being approved by Planning.

We support Councilman Bonin's veto to the project in its current form.

Patricia McPherson
Mar Vista , CA. 90066

Council File 17-0537 (DIR-2016-304-DB-SPR-1A)

1 message

Kallissa Miller <Kallissa@kallissaproductions.com>
To: zina.cheng@lacity.org, connie.chauv@lacity.org

Mon, Aug 21, 2017 at 10:45 AM

Dear Zina Cheng and Connie Chauv:

I'm writing to voice my opposition to Venice (DIR-2016-304-DB-SPR). The project is too tall for the area and will tower over adjacent and nearby one-, two-, and three-story buildings.

Our community has asked for a meaningful reduction in the project's height, as well as, ample parking spaces, which is not in the current proposal.

I realize that, in order to encourage more housing, the State has given developers the ability -- under certain circumstances -- to get exemptions from City rules regarding height, density, and parking. The developer here has applied for a project that takes advantage of these State rules. Nevertheless, our community believes that the project is too tall for the proposed location, given that project could end up being one of the tallest buildings on Venice Boulevard from downtown to the ocean.

I do not want this building in my neighborhood.

Sincerely,

Kallissa Miller
13006 Appleton Way
Los Angeles, CA 90066
[310-892-3111](tel:310-892-3111)

Project at 12444 Venice Blvd

Larry

Aug 21, 2017 10:58 AM

Posted in group: **Clerk-PLUM-Committee**

Please downsize the project plan for 12444 Venice Blvd. It was approved on the basis of false data (not a transit hub) and will begin the ruin the character of the area. Providing inadequate parking will not drive people away from automobile ownership but will make life more difficult for everyone in the area while the developer(s) will "grab the money and run".

Larry and Natalie Petterson, Mar Vista

Council File 17-0537 (DIR-2016-304-DB-SPR-1A)

1 message

audrey groothuis <audreygroothuis@gmail.com>
To: zina.cheng@lacity.org, connie.chauv@lacity.org

Mon, Aug 21, 2017 at 12:24 PM

Dear Zina Cheng and Connie Chauv:

I'm writing to voice my opposition to Venice (DIR-2016-304-DB-SPR). The project is too tall for the area and will tower over adjacent and nearby one-, two-, and three-story buildings. Our community has asked for a meaningful reduction in the project's height, as well as, ample parking spaces, which is not in the current proposal. I realize that, in order to encourage more housing, the State has given developers the ability -- under certain circumstances -- to get exemptions from City rules regarding height, density, and parking. The developer here has applied for a project that takes advantage of these State rules. Nevertheless, our community believes that the project is too tall for the proposed location, given that project could end up being one of the tallest buildings on Venice Boulevard from downtown to the ocean.

I do not want this building in my neighborhood.

Sincerely,

Audrey Groothuis
3465 Greenwood Avenue
Los Angeles, CA 90066
[310-892-3111](tel:310-892-3111)

(no subject)

1 message

Jason Groothuis <jasongroothuis@gmail.com>
To: zina.cheng@lacity.org

Mon, Aug 21, 2017 at 12:30 PM

Dear Zina Cheng,

I'm writing to voice my opposition to Venice (DIR-2016-304-DB-SPR). The project is too tall for the area and will tower over adjacent and nearby one-, two-, and three-story buildings. Our community has asked for a meaningful reduction in the project's height, as well as, ample parking spaces, which is not in the current proposal.

I realize that, in order to encourage more housing, the State has given developers the ability -- under certain circumstances -- to get exemptions from City rules regarding height, density, and parking. The developer here has applied for a project that takes advantage of these State rules. Nevertheless, our community believes that the project is too tall for the proposed location, given that project could end up being one of the tallest buildings on Venice Boulevard from downtown to the ocean.

I do not want this building in my neighborhood.

Sincerely,

Jason Groothuis

3465 Greenwood Ave
Los Angeles, CA 90066

12444 Venice Blvd project

regul...@aol.com

Aug 21, 2017 3:34 PM

Posted in group: **Clerk-PLUM-Committee**

To members of the Los Angeles City
Planning the Land Use Committee:

Katherine and William Cleary, residents of the Mar Vista sections of Los Angeles since 1975 have followed this project through several steps of city procedures to get approval. The various panels that have pushed it forward only add to our skepticism of our governmental leadership. It seemed a "done deal" even when we first heard of the project. It was obvious at the first hearing held at the Mar Vista library that the immediate neighborhood was outraged, in addition to the neighbors from surrounding areas who joined them to express their disapproval.

Their concerns included the increase in housing costs which project inadequately addresses; seven low-rent units out of seventy-seven is laughable. Second, the lack of parking onsite will lead to pressure on street parking on the surrounding neighborhoods areas. Next, traffic safety at the Venice/Centinela intersection and alley behind the project will be severely impacted, since the only way to exit the project is out of the alley and either east on Venice or south on Centinela. The westbound and northbound options are dangerous and restricted.

The commercial spaces that are already on the property have been commercial since at least 1952, when my family moved into the neighborhood. That block has always been commercial: first the office of Dr. Louis K Paddie, our family doctor, and then by his medical complex of doctor and dental offices. Both of these were single story buildings. Only later were they rebuilt into the present-day two story "mini-mall". Now, a seven story mixed-use residential and retail building is proposed! None of the previous uses included residential units over the sixty-five years I have lived here. When was it rezoned?

Further concerns have come to light since the first meeting:

Besides traffic safety, fire and police access to Mar Vista areas which can most quickly be reached by way of the impacted intersection could/will lead to loss of life and property. The layout of Venice Blvd.'s turn-outs is that crossing the Blvd is only possible at Walgrove, Beethoven, Wade, Centinela, Grandview and Inglewood. Since the inception of Venice's Great Street Program, the pressure on these crossovers is only relieved by drivers taking "side streets" on which traffic, noise and accidents have increased remarkably. Ask residents of any block either north, south, east or west of the Venice/Centinela intersection. Our little block of Rosewood, just one mile west of Centinela has already suffered five accidents or near-misses. Some involved broken bones, spine injuries and two "totaled" cars.

Increased population in this area of Mar Vista brought on by the addition of seventy-seven new apartment units in the project has got to increase the need for more police coverage and more fire department and paramedic units. Where they be housed, financed and who will man them?

Is our infrastructure adequate to meet the demands of this excess of occupants to Mar Vista? This developer has already gotten permission to build an apartment building on the north side of Venice just one block west. Addition of this number of occupants using the retail office of both buildings will tax the water supply, sewer lines and electric requirements of the Venice Blvd region. Have you taken the additional expense to the city into account?

Possible the most outrageous concern is that of the outright lie that Venice and Centinela qualify as a major transportation hub. How does it meet the requirements of the city? Our WMVRA has researched already and presented to you the bus schedules of the Santa Monica, Metro and Culver City lines that all use Venice and Centinela as a stop. None of them show that this intersection meets the requirements for a major transportation center.

We don't want to oppose any development but to ensure that while being realistically financially successful, it will also enhance the quality of life, safety and opportunities in the neighborhood. Councilman Bonin's suggested changes to the developer's plans are reasonable and can be supported by us. Please deny this project as currently presented.

How about building low-income units at the bus barn site in Venice on Main Street? There must be many other sites where low-income housing can add to the density of population in the LA area- Just not at this intersection.

Regards,

Katherine M and William J Cleary

August 21, 2017

To: L.A. Planning and Land Use Management Committee, LA City Council
From: Steve Baele
Subject: Proposed Project at 12444 Venice Blvd (DIR-2016-304-DB-SPR)

Dear Planning and Land Use Management Committee,

I am writing you with regard to the mis-guided retail/housing project proposed for 12444 Venice Blvd. in Mar Vista. I am a native Los Angelean and have made Mar Vista my home since 1982.

The project as proposed, is out-of-scale and out-of-character for the surrounding neighborhood. At over 80 feet, it would be the tallest building on Venice Blvd. between the beach and downtown and much higher than any of the apartment buildings in the area.

Parking will also be problematic. The 77 rental unit project calls for 1 parking space per rental unit. Rental rates in the proposed project will likely require at least 2 people with 2 incomes who will presumably have 2 cars. The surrounding neighborhood will need to absorb the additional required parking, not to mention the vehicles of visitors or patrons of the retail businesses on the ground floor. I walk through that neighborhood on a frequent basis and street parking in the area is already at the saturation point.

My understanding is that 7 of the 77 units will be "low income". I am unsure of what "low income" means but 7 additional "low income" units will not put a dent in Los Angeles lack of affordable housing.

I understand that the City wants more housing and **I concur with Mike Bonin's proposal for a scaled-back project** that would be less of a dramatic impact on our Mar Vista neighborhood. The City needs to take into account the desires of the community before approving projects that will be precedent setting and have such a lasting impact on our everyday environment.

I understand that change is on-going as the City of Los Angeles evolves. I have lived here all of my life and I have already experienced plenty of change and, to be honest, I have been ok with most of it. My only issue is with change that benefits a few, then ends up degrading the quality of life of the community at large. I urge you to please scale back the proposed project at 12444 Venice Blvd to a more reasonable footprint that will have less of a detrimental impact on Mar Vista.

Sincerely,

Steve Baele
3577 Greenwood Avenue
Mar Vista, California 90066

Holly Tilson <rhubarb999@aol.com>

Mon, Aug 21, 2017 at 4:51 PM

To: zina.cheng@lacity.org, connie.chauv@lacity.org

Cc: mike.bonin@lacity.org, mayor.garcetti@lacity.org

RE: Council File No. 17-0537 12444 Venice Blvd.

To: xina.cheng@lacity.org, connie.chauv@lacity.org

I support Mike Bonin and oppose 12444 Venice Blvd as proposed.

The Mayor's executive Directive No. 1 was issued October 10, 2013. This initiative focused on "developing Great Streets that activate the public realm, provide economic revitalization and support great neighborhoods."

The buildings along the "Great Street" are 1-2 stories tall with an occasional 3 story residential building. This proposed project is 83 feet tall, almost 3 times the height of existing buildings, completely out of character for our neighborhood and our vision for the "Great Street". The Mayor wants communities to create or recreate their center of town via his Great Street Initiative. The Mar Vista Community Council passed a policy motion several years ago to keep the building height at or below 45 feet. How does this proposed project "enhance the neighborhood character" when it will stick out like a sore thumb, completely out of character with the low-rise buildings that are our community.

I prepared a panoramic view of Venice Blvd looking toward the south side of Venice with 12444 in the middle of the photo and a clear cell that you can flip over the current building to see just how large the proposed building will be. There are 20 copies of it in this appeal file.

This project is removing 16,000 sq. ft. of small businesses and replacing them with 2100 sq. ft. of commercial/retail space. The developer's other pending project on the north side of Venice will remove all commercial/retail and replace it with 52 single and 1 bedroom apartments. Both projects for all practical purposes eliminate all commercial space. The city planning department has stated if this project goes through we can expect more like it. If so, as the city approves more projects, it will eventually wipe out Mar Vista's small businesses/business district and the "Great Street". I am only discussing one aspect of this project but there are many other cumulative factors not addressed.

So why is the city promoting the Great Streets, selling the concept to residents as economic revitalization, or creation of a main street for people to gather and hang out and then approving this out of scale project. When the very thing you need for a main street are shops, restaurants, and gathering places for residents to walk to. Why would the city then allow a developer who refuses to meet with the local Councilman, Mike Bonin, to eliminate virtually all commercial space in a commercial zone that the city is trying to revitalize. I don't understand.

I oppose this project as proposed and would like to see the developer and the city listen to Mar Vista residents and work with CD11 to reach a compromise that is suitable for the neighborhood and our developing Great Street.

I have attached the MVCC motion regarding this proposed building. As the MVCC Zone Director for this area I have talked with many of the area residents. The neighborhood supports reducing the height of this building, most would prefer 3 stories of residential with street level commercial. Crimson Holdings has a historical "Average returns to investors for all liquidated properties has been 42%" per their website (<http://www.crimsonholdings.com/properties>). This should not come at the expense of our quality of life. On this web page there is a corner building, 3 levels of residential, 1 of commercial-this would be the perfect scale for our neighborhood and our Great Street.

Sincerely,
Holly Tilson
Resident of 90066
MVCC Zone 6 Director



**Mar Vista
Community Council**

Web: www.MarVista.org
P.O. Box 66871
Mar Vista, CA 90066
info@marvista.org

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rob@marvista.org

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sarah.auerswald@marvista.org

2nd Vice Chair

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joseph.galloway@marvista.org

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melissa.stoller@marvista.org

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Holly Tilson
holly.tilson@MarVista.org

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Certified Neighborhood Council
August 13, 2002

**August 20, 2016
VIA EMAIL**

TO: The Honorable Mike Bonin, Councilmember, 11th District of City of Los Angeles mike.bonin@lacity.org

Lakisha Hull, City of Los Angeles Planning Department
lakisha.hull@lacity.org

Debbie Lawrence, City of Los Angeles Planning Department
debbie.lawrence@lacity.org

CC: Ezra Gale, 11th District Senior Planner, ezra.gale@lacity.org

Re: Proposed development for 12444 Venice Blvd

At its August 9, 2016 meeting, after extensive public comment, the Mar Vista Community Council passed, with a vote of 7 ayes, 0 nays, 3 abstentions and 1 recusal, the following policy motion regarding a proposed development at 12444 Venice Boulevard:

Executive Summary: The MVCC 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, 88-foot-height (to be confirmed by city), 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

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, 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
- 4) 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
- 5) 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
- 6) 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.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Rob Kadota". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Rob Kadota, Chair
Mar Vista Community Council

File No. 17-0537 12444 Venice Blvd.

1 message

Martin Rubin <martinrubin@earthlink.net>

Mon, Aug 21, 2017 at 6:08 PM

To: zina.cheng@lacity.org, connie.chauv@lacity.org

Cc: Mike Bonin - Los Angeles Councilmember District 11 <mike.bonin@lacity.org>

To whom it may concern,

I support Councilmember Mike Bonin's efforts to reduce the size of this planned building at 12444 Venice Blvd.. The cumulative effect as predicted by LA City Planning Department, if 12444 is approved as proposed, of multiple 7 story or taller buildings along Venice Blvd is completely out of character with the area and the Great Street Project.

Sincerely,
Martin Rubin

Mar Vista Stakeholder

File No. 17-0537 12444 Venice Blvd.

1 message

joyce keeler <jmkfn@yahoo.com>
Reply-To: joyce keeler <jmkfn@yahoo.com>
To: "zina.cheng@lacity.org" <zina.cheng@lacity.org>

Mon, Aug 21, 2017 at 6:30 PM

Zina Cheng,

I support Mike Bonin's efforts to reduce the size of this building. The cumulative effect as predicted by LA City Planning Department, if 12444 is approved as proposed, of multiple 7 story or taller buildings along Venice Blvd is completely out of character with the area and the Great Street Project.

Sincerely,

Joyce M. Keeler
Mar Vista Stakeholder

12444 Venice Blvd File No. 17-0537

STEVE WALLACE <steve@medicool.com>
To: zina.cheng@lacity.org, Connie Chauv <connie.chauv@lacity.org>

Mon, Aug 21, 2017 at 8:08 PM

RE: Council File No. 17-0537 12444 Venice Blvd.

The data you are using to allow the Density on this building relating to a major transit hub is inaccurate.

There are no buses that run with a 15 minute interval or less, even during Rush Hour.

SCAG have reported and confirmed that data you are using is from 2012, its not current data.

You can not allow a development to proceed using 2012 data, you should be using the most up to date data, which does not class this area within 1/2 mile of a major transit stop with buses that run with 15 minute frequency.

This is only one of the many reasons this project should not be allowed to proceed, however there are any more.

The South Mar Vista Neighborhood Association supports Councilmember Mike Bonin's in opposing this project.

--

Steve Wallace
South mar Vista Neighborhood Association

12444 Venice Blvd File # 17-0537

1 message

john stern <jstern47@hotmail.com>

Mon, Aug 21, 2017 at 10:53 PM

To: "connie.chauv@lacity.org" <connie.chauv@lacity.org>, "zina.cheng@lacity.org" <zina.cheng@lacity.org>

File No. 17-0537 12444 Venice Blvd.

To whom it may concern,

I support Mike Bonin's efforts to reduce the size of this building. The cumulative effect as predicted by LA City Planning Department, if 12444 is approved as proposed, of multiple 7 story or taller buildings along Venice Blvd is completely out of character with the area and the Great Street Project. It also does not respect our community plan.

Sincerely,

John and Karen Stern
Mar Vista Stakeholder
3613 Rosewood Ave
LA 90066

To: Ms. Connie Chauv and Ms. Zina Cheng
From: Yvette Roman Davis
Re: Proposed Development at 12444 W Venice Blvd; Palms-Mar Vista-Del Rey.
Council File No. 17-0537

08/21/17

Dear Ms. Chauv and Ms. Cheng,

While I support more housing, especially on or adjacent to transit corridors, I am passionately opposed to the 12444 Venice Boulevard project as it currently stands. Albeit there are good aspects about the building, it is simply too tall for our neighborhood. It would become one of the tallest buildings on that street on the entire length of Venice, from east to west. We are an already crowded small community, and it is implausible to assume that we can absorb the added density of a project of this scale. To allow developments of this nature would be the death of the character that defines both Mar Vista and Venice and makes them desirable places to live.

Despite the fact that, on two of two occasions, the Mar Vista Neighborhood Council has voted against this project with a clear majority, the City clearly has not considered the residents and their representative's wishes. If this building is allowed to remain as-is, it is certain to begin a precedent of over-scaled developments up and down Venice Boulevard. It will undermine our living experience by increasing traffic and gridlock, put pressure on our already compromised sewers and waterline infrastructure, cause parking nightmares due to regrettably underestimated parking accommodations, and devalue the single family homes adjacent to it.

The Developer, Ms. Day, has "assured" us that units will be populated by single people with only one car (which, at her price point for rent for a one-bedroom unit is a ridiculous assumption). Further, she has made laughable and empty promises, such as an onsite community vegetable garden to "feed the homeless" (that, in the end, turns out to be a small outdoor area with a raised bed – how many "homeless" people does she intend to feed with this?). She has planted protestors with signs in our Community meetings who mock and shame stakeholders, calling them NIMBY's and "old people", as well as declaring that her low income / high density bonus units will be set aside for artists only, with no clear plan of the standards she will use to choose those artists and a refusal to acknowledge that there are no civil laws protecting "artists" as a low income minority, thereby discriminating against other low income families. Listening to this has been beyond insulting and manipulative.

As a stakeholder, I stand with our City Councilman, Mike Bonin, in opposition of this project in its current design and scope. It is unthinkable that the city would approve something this large, and further open our neighborhood up to massive and unsustainable development. However, should Crimson Holdings be willing to scale the project back to a height and density that is in line with our already established buildings, I would gladly support it.

Regards,

Yvette Roman Davis
11901 Pacific Avenue
Los Angeles, CA 90066
310-529-7356

CC: Ezra Gale, Councilman Mike Bonin, Len Nguyen, Mayor Eric Garcetti, Sarah Auerswald (MVCC)