

**CALIFORNIA COASTAL COMMISSION**

South Coast Area Office  
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**W18a**

Date Filed: 11/20/2008  
49<sup>th</sup> Day: 1/8/2009  
180th Day: 5/19/2009  
Staff: Charles Posner-LB  
Staff Report: 3/20/2009  
Hearing Date: April 8, 2009  
Commission Action:

**STAFF REPORT: MATERIAL AMENDMENT****AMENDMENT NUMBER:** 5-03-071-A2**APPLICANT:** Best Western Marina Pacific Hotel**PROJECT LOCATION:** 1697 Pacific Avenue, Venice, City of Los Angeles, Los Angeles Co.**ORIGINAL PROJECT DESCRIPTION, APPROVED AUGUST 7, 2003:**

Addition of a fifth floor and thirty new guest rooms to an existing 92-room hotel for a total of 122 guest rooms.

**DESCRIPTION OF PERMIT AMENDMENT:**

**Establish food and drink service (2,700 square feet) on the roof deck of an existing five-story, 122-room hotel.**

**LOCAL APPROVAL:** City of Los Angeles Local Coastal Development Permit No. APCW-2008-0317, Conditional Use Permit, Zone Variance, Venice Specific Plan Project Permit & Specific Plan Exception (Case No. 2008-0317).

**SUMMARY OF STAFF RECOMMENDATION**

The proposed project is located one block inland of the Venice Boardwalk (Ocean Front Walk) within three hundred feet of the beach. Therefore, it is within the coastal zone area of the City of Los Angeles which has been designated in the City's permit program as the "Dual Permit Jurisdiction" area. Pursuant to Section 30601 of the Coastal Act and Section 13307 of Title 14 of the California Code of Regulations, any development located in the Dual Permit Jurisdiction that receives a local coastal development permit from the City must also obtain a permit from the Commission. The City granted Local Coastal Development Permit No. APCW-2008-0317 for the proposed project on September 25, 2008. Although there is local opposition to the proposed project, the local coastal development permit was not appealed to the Commission.

Staff is recommending **APPROVAL** of the permit amendment to allow rooftop dining with special conditions to protect public access by protecting the nearby public parking facilities from the parking impacts of the proposed project. The special conditions, which begin on Page Three, require the permittee to: a) provide a parking attendant and the proposed valet parking service on the premises at all times, b) provide on-site parking for all overnight hotel guests at no extra charge, c) provide free on-site parking for all employees, d) provide free bus passes for all employees, and e) maintain an area on the site for bicycle parking. The applicant agrees with the staff recommendation. **The motion to accomplish the staff recommendation is on the bottom of Page Two.**

**SUBSTANTIVE FILE DOCUMENTS:**

1. City of Los Angeles certified Land Use Plan for Venice, 6/14/2001.
2. City of Los Angeles Specific Plan for Venice, Ordinance No. 175,693.
3. City of Los Angeles Mitigated Negative Declaration No. ENV-2008-318-MND.
4. Parking Use Study for the Best Western Marina Pacific Hotel, Venice, California, by Authur L. Kassan, P.E., Consulting Traffic Engineer (November 2007).

**PROCEDURAL NOTE:** The Commission's regulations provide for referral of permit amendment requests to the Commission if:

- 1) The Executive Director determines that the proposed amendment is a material change,
- 2) Objection is made to the Executive Director's determination of immateriality, or,
- 3) The proposed amendment affects conditions required for the purpose of protecting a coastal resource or coastal access.

In this case, the Executive Director has determined that the proposed amendment is a material change that affects the conditions required for the purpose of protecting a coastal resource. If the applicant or objector so requests, the Commission shall make an independent determination as to whether the proposed amendment is material. [Title 14 California Code of Regulations 13166].

**STAFF RECOMMENDATION:**

The staff recommends that the Commission adopt the following resolution to **APPROVE** the permit amendment request with special conditions:

**MOTION:** *"I move that the Commission approve the proposed amendment to Coastal Development Permit 5-03-071 pursuant to the staff recommendation."*

Staff recommends a **YES** vote. Passage of this motion will result in approval of the amendment and adoption of the following resolution and findings. An affirmative vote by a majority of the Commissioners present is needed to pass the motion.

**I. Resolution: Approval with Conditions**

The Commission hereby approves the coastal development permit amendment on the ground that the development as amended and conditioned will be in conformity with the policies of Chapter 3 of the Coastal Act and will not prejudice the ability of the local government having jurisdiction over the area to prepare a Local Coastal Program conforming to the provisions of Chapter 3. Approval of the permit amendment complies with the California Environmental Quality Act because either 1) feasible mitigation measures and/or alternatives have been incorporated to substantially lessen any significant adverse effects of the amended development on the environment, or 2) there are no feasible mitigation measures or alternatives that would substantially lessen any significant adverse impacts of the amended development on the environment.

## II. Standard Conditions

1. Notice of Receipt and Acknowledgment. The permit is not valid and development shall not commence until a copy of the permit, signed by the permittee or authorized agent, acknowledging receipt of the permit and acceptance of the terms and conditions, is returned to the Commission office.
2. Expiration. If development has not commenced, the permit will expire two years from the date this permit is reported to the Commission. Development shall be pursued in a diligent manner and completed in a reasonable period of time. Application for extension of the permit must be made prior to the expiration date.
3. Interpretation. Any questions of intent or interpretation of any condition will be resolved by the Executive Director or the Commission.
4. Assignment. The permit may be assigned to any qualified person, provided assignee files with the Commission an affidavit accepting all terms and conditions of the permit.
5. Terms and Conditions Run with the Land. These terms and conditions shall be perpetual, and it is the intention of the Commission and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.

## III. Special Conditions

### 1. Permitted Use: Rooftop Cafe

This permit amendment authorizes the establishment of food and drink service (i.e., café) on the roof deck of the existing hotel, with the customer service area on the roof deck not exceeding a total of 2,700 square feet. All development must occur in strict compliance with the proposal as set forth in the application, subject to any special conditions. Any deviation from the approved plans must be submitted for review by the Executive Director to determine whether another amendment to this coastal development permit is necessary pursuant to the requirements of the Coastal Act and the California Code of Regulations.

### 2. Parking Program

In order to protect nearby public parking facilities from the parking impacts of the proposed development and protect public access to the coast, the permittee shall:

- a) Provide all hotel guest, café patron, and hotel and café employee parking on the site within the hotel's parking garage.
- b) Provide a parking attendant service on the premises at all times (for the proposed valet/assisted parking service) to maximize the parking capacity of the hotel's garage. Storage of vehicles by valets in the public beach/pier parking lots, on public rights-of-way, and in on-street parking spaces is prohibited.
- c) Provide on-site vehicle parking for all overnight hotel guests at no extra charge.

- d) Provide on-site vehicle parking for patrons of the rooftop cafe at no extra charge (a parking validation system is permitted).
- e) Provide free on-site parking for hotel and cafe employees while they are working.
- f) Provide hotel and café employees free bus passes or reimbursements for public transportation fees for transportation to and from work.
- g) Maintain an area on the site for convenient bicycle parking (for customers and employees).
- h) Not operate the parking garage as a general beach parking facility. The on-site parking supply shall be reserved for the customers and employees of the hotel and rooftop cafe.

The required Parking Program shall be provided at all times consistent with the above-stated requirements and limitations. Any proposed change to the required Parking Program shall be submitted to the Executive Director to determine whether an amendment to this permit is necessary pursuant to the requirements of the Coastal Act and the California Code of Regulations.

3. Local Government Approval

This action has no effect on conditions imposed by a local government pursuant to an authority other than the Coastal Act, including the conditions of the City of Los Angeles Case No. No. APCW-2008-0317 (Conditional Use Permit, Zone Variance, Venice Specific Plan Project Permit & Specific Plan Exception). In the event of conflict between the terms and conditions imposed by the local government and those of this amended coastal development permit, the terms and conditions of Coastal Development Permit Amendment 5-03-071-A2 shall prevail.

#### **IV. Findings and Declarations**

The Commission hereby finds and declares:

##### **A. Project Description and Background**

The permittee has requested this permit amendment in order to establish 2,700 square feet of food and drink service area on the roof deck of an existing five-story hotel (Exhibit #4, p.4). The existing 122-room hotel is situated one block inland of the Venice Boardwalk (Ocean Front Walk) on a C2-1-0 zoned lot in North Venice (Exhibit #2). The County-maintained public beach and City-run Venice Beach Recreation Area (partially situated within the boundaries of Dockweiler State Beach) are located west of the hotel on the seaward side of the boardwalk. The surrounding area is developed with a variety of residential uses and visitor-serving commercial uses that cater to local residents and the thousands of coastal visitors who are attracted to Venice Beach.

The proposal involves the opening of the recently-constructed roof deck to public use and to provide food and beverage service (i.e., café) on the roof deck to hotel guests and the general public. The proposed café would serve breakfast, lunch and dinner (Exhibit #4). Roof deck food service would be provided from the existing ground floor kitchen facility that is part of the existing 504 square foot ground floor restaurant. No new construction or expansion of the existing kitchen is proposed. The City approval limits the maximum capacity of the roof deck to 98 patrons.

The existing hotel, in addition to its 122 guest rooms, has a 1,035 square foot meeting room, the 504 square foot breakfast/dining room, a ground floor kitchen, a recreation room, office and a lobby. The parking for the existing 122-room hotel is provided on-site within the bottom two levels of the hotel (Exhibit #4, p.5). In order to provide for the increased demand in parking that will be generated by the proposed rooftop dining, the permittee proposes to increase the capacity of the hotel's parking supply to 134 spaces (including five spaces in the carport) through the use of a valet parking program that would allow for additional tandem parking arrangements within the aisles of the 89-stall parking garage (Exhibit #4, p.2).

The opponents' objections to the proposed project are based on neighborhood issues including parking concerns, nighttime noise and other nuisances that can occur around drinking establishments (Exhibit #5).

##### **B. Land Use**

Section 30222 of the Coastal Act requires that visitor serving commercial uses be given priority over residential and other non-priority land uses.

Section 30222 of the Coastal Act states:

The use of private lands suitable for visitor-serving commercial recreational facilities designed to enhance public opportunities for coastal recreation shall have priority over private residential, general industrial, or general commercial development, but not over agriculture or coastal-dependent industry.

The proposed café use on the roof of the hotel would provide coastal visitors with a new amenity that provides expansive views of Venice Beach. Restaurants and cafes are a type of visitor-serving commercial recreational facility that enhance public opportunities for coastal recreation and are given priority over other land uses by Section 30222 of the Coastal Act. Therefore, the proposed project is consistent with Section 30222 of the Coastal Act because it would provide additional visitor-serving commercial uses on the site.

The proposed project is also consistent with the land use designation for the site set forth in the City of Los Angeles certified Land Use Plan (LUP) for Venice. The certified Venice LUP designates the site, as well as the adjoining commercial properties on the west side of Pacific Avenue, with the Community Artcraft land use designation. The certified Venice LUP allows for visitor-serving commercial uses and does not prohibit hotel and restaurant uses within the Community Artcraft land use designation. Therefore, the proposed land use complies with Section 30222 of the Coastal Act and the land use designation set forth in the certified Venice LUP.

As stated above, the opponents' objections to the proposed project are based on neighborhood issues including parking concerns, nighttime noise and other nuisances that can occur around drinking establishments. The proposed project, however, is a commercial use proposed as part of a hotel on a commercially-zone property within one of the most popular visitor destinations in the state. Venice Beach is one of the most visited recreation areas on the coast of California drawing crowds in excess of seven million visitors each year.<sup>1</sup> The public beach and the Venice Beach Recreation Area are located just a few steps west of the hotel. Section 30222 of the Coastal Act gives this type of visitor-serving use priority over residential and other uses because the visitors to the coast need the services provided by facilities like restaurants and hotels.

The following section of this staff report addresses the parking issue and concludes that the proposed project, as conditioned, would not adversely affect public access to the State Beach. Restaurant noise is not a Coastal Act issue typically addressed by the Commission. The City, with the cooperation of the applicant, has developed a set of mitigation measures (e.g., limits on hours of operation, noise, dancing, live entertainment, lighting, parking, and alcohol service, etc.) that will minimize the café's impact on the surrounding neighborhood. The applicant also recognizes the fact that the hotel guests will not be satisfied if noise from the proposed café disturbs them.

Therefore, the Commission finds that the proposed project, as conditioned, is a priority use for the project site that encourages and enhances public opportunities for coastal recreation consistent with Section 30222 of the Coastal Act, and as discussed in the following sections of this report, would not adversely affect coastal access or other coastal resources of the area.

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<sup>1</sup> Los Angeles County Dept. of Beaches & Harbors, 1993.

### C. Public Access/Parking

New development must provide an adequate parking supply in order to protect the existing public parking facilities that support public access to the many recreational opportunities available in Venice. The proposed restaurant is required to provide adequate on-site parking as required by the certified Venice LUP and Section 30252 of the Coastal Act.

Certified LUP Policy II.A.1 states:

**Policy II. A. 1. General.** *It is the policy of the City to provide increased parking opportunities for both visitors and residents of Venice, and improve summer weekend conditions with respect to Venice Beach parking and traffic control.*

Section 30252 of the Coastal Act states:

The location and amount of new development should maintain and enhance public access to the coast by (1) facilitating the provision or extension of transit service, (2) providing commercial facilities within or adjoining residential development or in other areas that will minimize the use of coastal access roads, (3) providing nonautomobile circulation within the development, (4) providing adequate parking facilities or providing substitute means of serving the development with public transportation, (5) assuring the potential for public transit for high intensity uses such as high-rise office buildings, and by (6) assuring that the recreational needs of new residents will not overload nearby coastal recreation areas by correlating the amount of development with local park acquisition and development plans with the provision of onsite recreational facilities to serve the new development.

The Commission has consistently found that a direct relationship exists between the provision of adequate parking and availability of public access to the coast. Section 30252 of the Coastal Act requires that public access be protected by ensuring that adequate parking is provided to meet the increased parking demand generated by new development. Further intensification of uses in the project area will increase the demand for parking. The demand for parking already surpasses the supply during peak use periods. The peak use periods in the Venice area are primarily summer days when beach attendance increases. Parking demand is lowest when beach attendance is low, although the restaurants in the area do generate a significant demand for parking during the dinner hours.

Therefore, in order to conform to the requirements of the Coastal Act, the proposed project is required to provide adequate parking facilities (or provide substitute means of serving the development with public transportation). The amount of parking that is "adequate" is determined by calculating the parking demand of a specific project using a parking standard. The parking standard is typically part of a certified local coastal program or zoning ordinance.

The Commission, on June 14, 2001, certified the Venice Land Use Plan (LUP), which contains specific policies to carry out the requirements of the Coastal Act. The certified Venice LUP requires that new development, including conversions of uses, shall provide the necessary additional parking spaces as required by the LUP Parking Requirement Table.

Policy II.A.3 of the certified LUP states:

**Policy II. A. 3. Parking Requirements.** *The parking requirements outlined in the following table shall apply to all new development, any addition and/or change of use. The public beach parking lots and the Venice Boulevard median parking lots shall not be used to satisfy the parking requirements of this policy. Extensive remodeling of an existing use or change of use which does not conform to the parking requirements listed in the table shall be required to provide missing numbers of parking spaces or provide an in-lieu fee payment into the Venice Coastal Parking Impact Trust Fund for the existing deficiency. The Venice Coastal Parking Impact Trust Fund will be utilized for improvement and development of public parking facilities that improve public access to the Venice Coastal Zone.*

The certified LUP parking table, contained within LUP Policy II.A.3, sets forth the parking requirements for hotel cafes/restaurants as follows:<sup>2</sup>

Hotel:                1 space for each 100 square feet of floor area used for consumption of food or beverages...

The proposed 2,700 square foot café requires 27 parking spaces under the parking standards set forth by the certified Venice LUP (1 space for each 100 square feet). The applicant's proposed parking plan would increase the hotel's on-site parking supply through the use of a valet parking program that would allow for tandem parking arrangements within the aisles of the parking garage. The proposed project, through the use of a valet parking program that would allow for tandem parking arrangements within the aisles of the 89-stall parking garage, would provide 134 on-site parking spaces, including the five spaces in the carport (Exhibit #4, p.2). The proposed 134 parking spaces are 28 spaces in excess of the 106 parking space demand of the existing hotel and associated uses on the site (See Coastal Development Permits A5-VEN-03-067 and 5-03-071). Therefore, the proposed project, with the use of tandem parking in the garage aisles, provides the required number of parking stalls that area required by the parking standards set forth by the certified Venice LUP.

The applicant also has submitted a parking study that supports its contention that the existing hotel garage provides adequate parking in its garage for the existing 122 rooms and associated uses (Parking Use Study for the Best Western Marina Pacific Hotel, Venice, California, by Authur L. Kassan, P.E., Consulting Traffic Engineer). The parking study asserts that the guests at this hotel, in general, use vehicles at a lower rate than other hotels because many of the guests arrive at the hotel via taxi or airport van after flying into Los Angeles International Airport, which is about six miles away. The parking study states that the maximum count of used parking spaces during the study was 66 spaces occupied on the night of Saturday, September 15, 2007. The applicant's parking analysis also asserts that, in a worse case scenario with one hundred percent occupancy, the parking demand would not exceed 98 vehicles. The average room occupancy rate is 64 percent, and the hotel only reaches one hundred percent occupancy five or six times a year. Therefore, the study indicates that the hotel parking garage should have sufficient capacity to accommodate the hotel's guests, employees and customers of the proposed rooftop café.

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<sup>2</sup> The parking standards in the certified Venice LUP are identical to the parking standard contained in the Commission's Regional Interpretive Guidelines for Los Angeles County, adopted 1980.



There will be days and nights, especially in the summer when the rooftop café is open, when the parking at the hotel will be in great demand. Therefore, the Commission must impose special conditions on the proposed project in order to ensure that it conforms to the requirement of Section 30252 of the Coastal Act that new development maintain and enhance public access to the coast. The mitigation measures set forth in Special Condition Two (Parking Program) are necessary to mitigate the negative impacts to public access that would result if the employees and guests are forced or encouraged to use the public parking facilities in the surrounding area rather than park in the hotel's parking garage. In order to protect the public parking supply that is necessary to maintain public access to the coast, the approval of the coastal development permit is conditioned to require the permittee to:

- Provide all hotel guest, café patron and hotel employee parking on the site within the hotel's parking garage.
- Provide a parking attendant service on the premises at all times (for the proposed valet/assisted parking service) to maximize the parking capacity of the hotel's garage. Storage of vehicles by valets in the public beach/pier parking lots, on public rights-of-way, and in on-street parking spaces is prohibited.
- Provide on-site vehicle parking for all overnight hotel guests at no extra charge.
- Provide on-site vehicle parking for patrons of the approved rooftop cafe at no extra charge (a parking validation system is permitted).
- Provide free on-site parking for all employees while they are working.
- Provide all employees free bus passes or reimbursements for public transportation fees for transportation to and from work.
- Maintain an area on the site for convenient bicycle parking (for customers and employees).
- Not operate the parking garage as a general beach parking facility. The on-site parking supply shall be reserved for the customers and employees of the hotel and rooftop cafe.

The free parking for employees and prohibition against extra parking fees for customers will encourage the employees and customers to use the parking supply specifically designated for the hotel and cafe. The only parking supply for the hotel is the hotel's parking garage. Also, the storage of vehicles by valets is prohibited in the public beach/pier parking lots, on public rights-of-way, and in on-street parking spaces. The Commission finds that, only as conditioned does the proposed project provide an adequate parking supply and conform with Section 30252 of the Coastal Act.

As conditioned to mitigate the parking demands of the existing hotel use and the proposed rooftop cafe, the proposed development is consistent with the public access policies of the Coastal Act and the parking requirements of the certified Venice LUP. The Commission finds that, only as conditioned to ensure the continued provision of adequate on-site parking, is the proposed project consistent with the public access policies of the Coastal Act.

**D. Local Coastal Program**

Section 30604(a) of the Coastal Act provides that the Commission shall issue a coastal development permit only if the project will not prejudice the ability of the local government having jurisdiction to prepare a Local Coastal Program which conforms with Chapter 3 policies of the Coastal Act:

- (a) Prior to certification of the Local Coastal Program, a coastal development permit shall be issued if the issuing agency, or the commission on appeal, finds that the proposed development is in conformity with the provisions of Chapter 3 (commencing with Section 30200) of this division and that the permitted development will not prejudice the ability of the local government to prepare a Local Coastal Program that is in conformity with the provisions of Chapter 3 (commencing with Section 30200). A denial of a Coastal Development Permit on grounds it would prejudice the ability of the local government to prepare a Local Coastal Program that is in conformity with the provisions of Chapter 3 (commencing with Section 30200) shall be accompanied by a specific finding which sets forth the basis for such conclusion.

The City of Los Angeles does not have a certified Local Coastal Program for the Venice area. The City of Los Angeles Land Use Plan (LUP) for Venice was effectively certified on June 14, 2001. The proposed development, as conditioned, conforms to the proposed Venice LUP. The proposed development, as conditioned, is also consistent with the Chapter 3 policies of the Coastal Act. Therefore, the Commission finds that approval of the proposed development, as conditioned, will not prejudice the City's ability to prepare a Local Coastal Program consistent with the policies of Chapter 3 of the Coastal Act, as required by Section 30604(a).

**E. California Environmental Quality Act (CEQA)**

Section 13096 Title 14 of the California Code of Regulations requires Commission approval of a coastal development permit application to be supported by a finding showing the application, as conditioned by any conditions of approval, to be consistent with any applicable requirements of the California Environmental Quality Act (CEQA). Section 21080.5(d)(2)(A) of CEQA prohibits a proposed development from being approved if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment.

The proposed development, as conditioned, has been found consistent with the Chapter 3 policies of the Coastal Act. All adverse impacts have been minimized by the recommended conditions of approval and there are no feasible alternatives or additional feasible mitigation measures available which would substantially lessen any significant adverse impact which the activity may have on the environment. Therefore, the Commission finds that the proposed development and permit amendment can be found consistent with the requirements of the Coastal Act to conform to CEQA.

# VENICE, CA

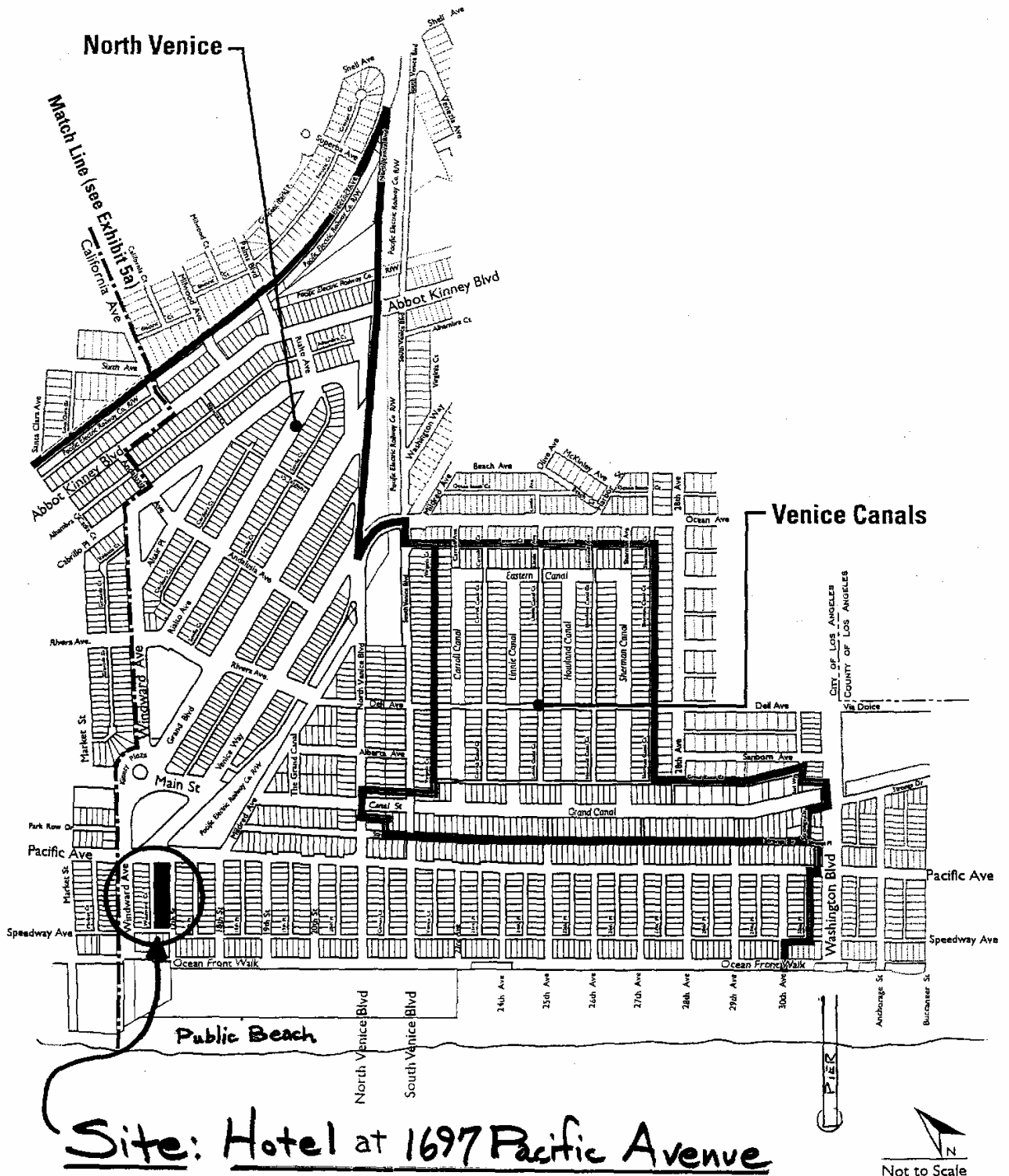


Site:  
Hotel at  
1697 Pacific Avenue



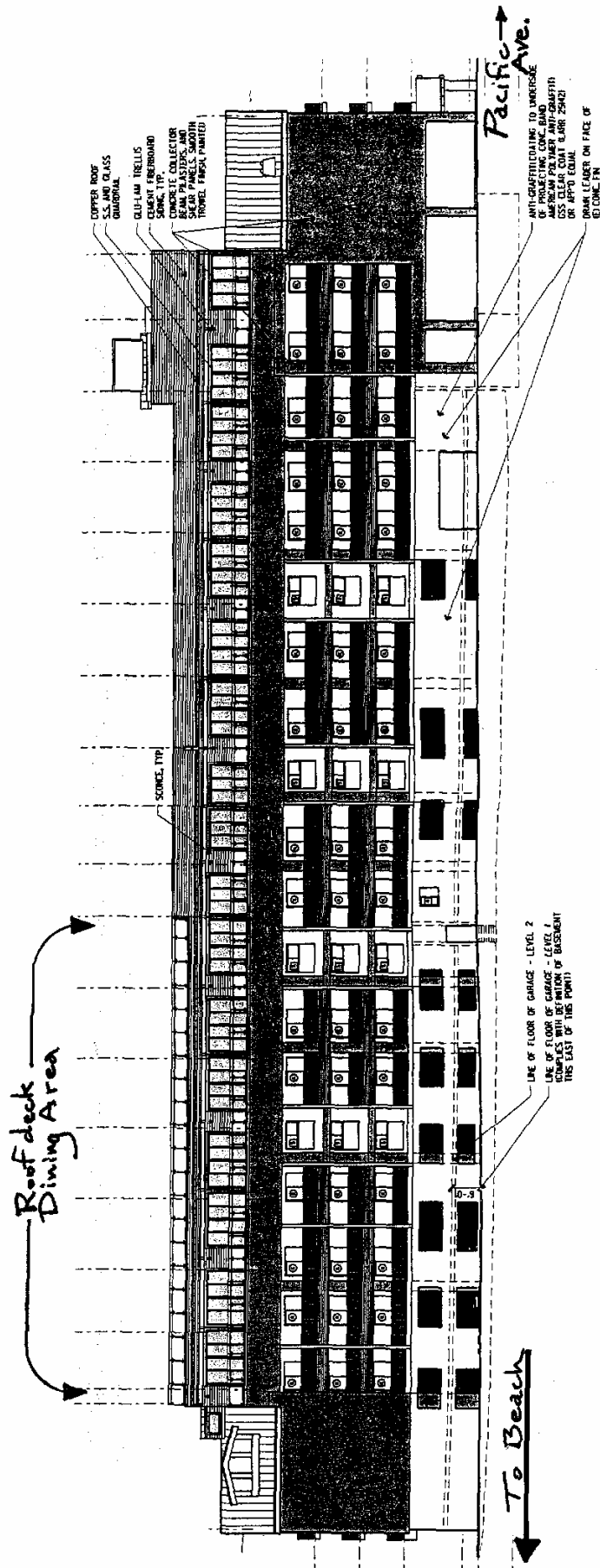
COASTAL COMMISSION  
A5-VEN-03-067  
5-03-071-A2

EXHIBIT # 1  
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**LUP**  
 Exhibit 5b  
 Subarea: North Venice • Venice Canals

**COASTAL COMMISSION**  
 AS-VEN-03-067  
 S-03-071-A2  
 EXHIBIT # 2  
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Existing Hotel

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February 5, 2009

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South Coast Region

FEB 6 - 2009

CALIFORNIA  
COASTAL COMMISSION

Charles Posner  
California Coastal Commission  
South Coast District Office  
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Long Beach, CA 90802-4325

Re: Marina Pacific Hotel; 1697 Pacific Ave., Venice  
CDP Application A5-VEN-03-067-A2 and 5-03-071-A2

Dear Chuck:

Pursuant to your request, this letter includes a revised project description for the above-referenced application and additional information regarding the proposed roof deck operations and parking program:

1. Revised project description

This application seeks approval to open an existing hotel roof deck for public use and to provide food and beverage service on the roof deck to hotel guests and the public for breakfast, lunch and dinner. The hotel expansion approved in 2003 pursuant to Coastal Development Permit 5-03-071 (and revised pursuant to 5-03-071-A1) permitted the construction of an additional 5<sup>th</sup> floor of hotel rooms with a flat roof and roof deck. Construction of the hotel expansion is completed and occupied.

The applicant now seeks further amendment of the coastal permit to allow 1) public use of the existing roof deck containing 2,700 square feet of usable area, and 2) service of food and beverage at the roof deck café. All existing permit conditions would continue, except that Special Condition No. 3 regarding the hotel's parking program would be revised to permit roof deck café guests to park on site within the existing hotel garage. Valet parking and validated bike check would be provided for all café guests. No new construction or expansion of existing kitchen facilities are proposed. Roof deck food service would be provided from an existing small ground floor kitchen facility.

**COASTAL COMMISSION**  
**5-03-071-A2**

EXHIBIT # 4  
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2. Additional parking information

The use of the 2,700 square feet of roof deck area for food and beverage service would require 27 new parking spaces pursuant to the applicable parking guidance (Venice Specific Plan, food and beverage use within hotel). These spaces, and all parking for the proposed use and existing use, can be adequately provided on site.

The hotel's application includes a parking study conducted at the time of the original application to the City of Los Angeles in September 2007, after the hotel expansion was occupied. The parking study shows that more than sufficient parking is available within the existing hotel parking facility to accommodate all hotel guests and staff as required. At least 27 excess parking spaces exist within the current facilities at all times (assuming an average maximum occupancy). Furthermore, additional aisle and tandem parking spaces could be utilized if necessary with the existing 24 hour valet service provided by the hotel, increasing the available on site parking to from 110 spaces to up to 134 spaces. Enclosed please find a copy of the hotel's existing two level parking area (Sheet A3.0) marked to show additional aisle spaces than can be utilized by valet stacking. Also enclosed is a copy of the parking summary from the staff report for the hotel's expansion permit, showing 106 parking spaces required per Coastal staff. Adding the 27 required spaces for the roof top food service area would require 133 spaces, which can be accommodated on site.

While the hotel facility can accommodate the additional parking required, in fact, the parking demand created by the new roof top café is reduced by several factors. First, the café is designed primarily to service hotel guests who are already on site and do not require additional parking. The café is also designed to serve the immediate neighborhood with walk in customers and to serve the heavy pedestrian population in the area on summer weekends visiting nearby Venice Beach attractions. Actual parking demand at this hotel is well below the required parking standards, due to heavy use by guests of airport shuttles and other modes of transportation.

Furthermore, although the area is congested and has high parking demand, the hotel has never been a parking problem in the area. During the City of Los Angeles hearing process, which included at least two on-site public meetings and at least three Venice Neighborhood Council committee meetings, parking availability at the hotel was not perceived as a problem, with many neighbors acknowledging that the existing supply of parking at the hotel is more than is currently needed or utilized. Nearby neighbors observed that the lower level of the hotel's two level parking garage is often virtually empty.

Finally, the use of the roof deck café will be naturally limited due to the design and restrictions imposed by its location on the roof of a hotel with very small kitchen facilities. All guests will be served from the existing ground floor kitchen facility, which totals 210 square feet. Access to the roof deck for staff and for patrons is through a single elevator which also serves the

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hotel guest floors. Thus, the roof top café is not designed for high public use. The roof deck design has been further restricted by stringent Los Angeles City Fire Department requirements that limit the occupancy, and require seating in four designated areas separated by fixed planters and gates to avoid the possibility of high occupancy groups. This will further reduce parking demand by ensuring that the deck cannot be used for functions or large gatherings. Enclosed please find a copy of the roof top floor plan (Sheet A3.3) marked to show the four designated seating areas and the path of travel from the roof top elevator.

For all of the above reasons, we believe that the existing on site parking supply is more than sufficient to serve the hotel and the additional roof deck uses.

If you have any further questions regarding this application, feel free to call me.

Sincerely,



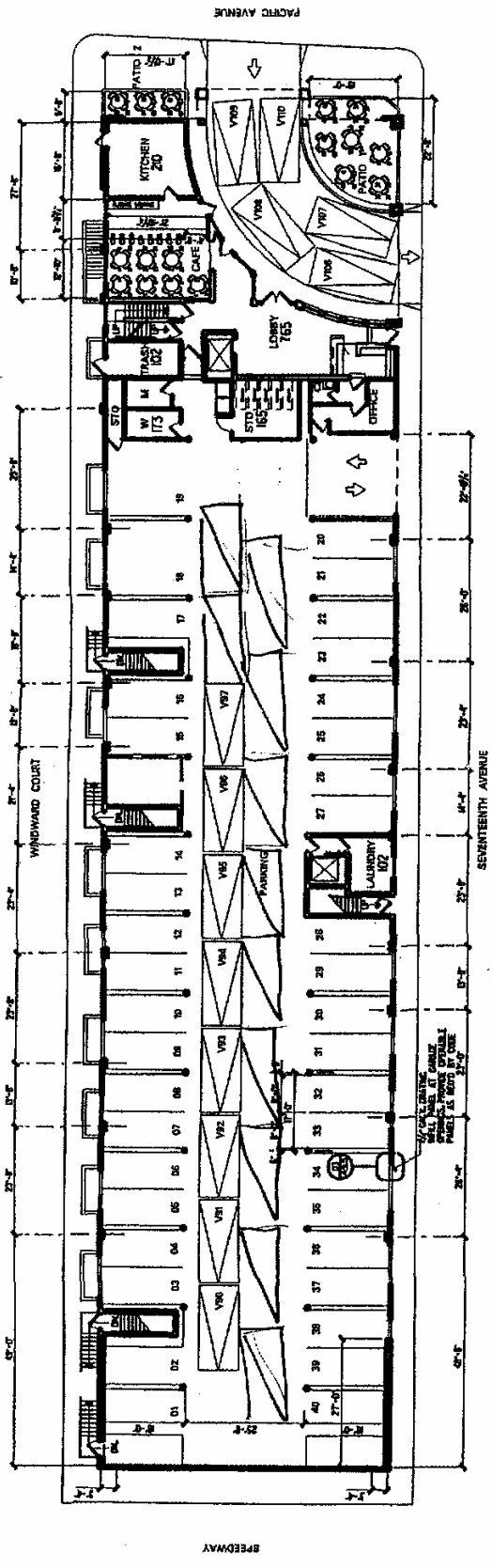
Clare Bronowski  
of GLASER, WEIL, FINK, JACOBS,  
& SHAPIRO, LLP

Enclosures

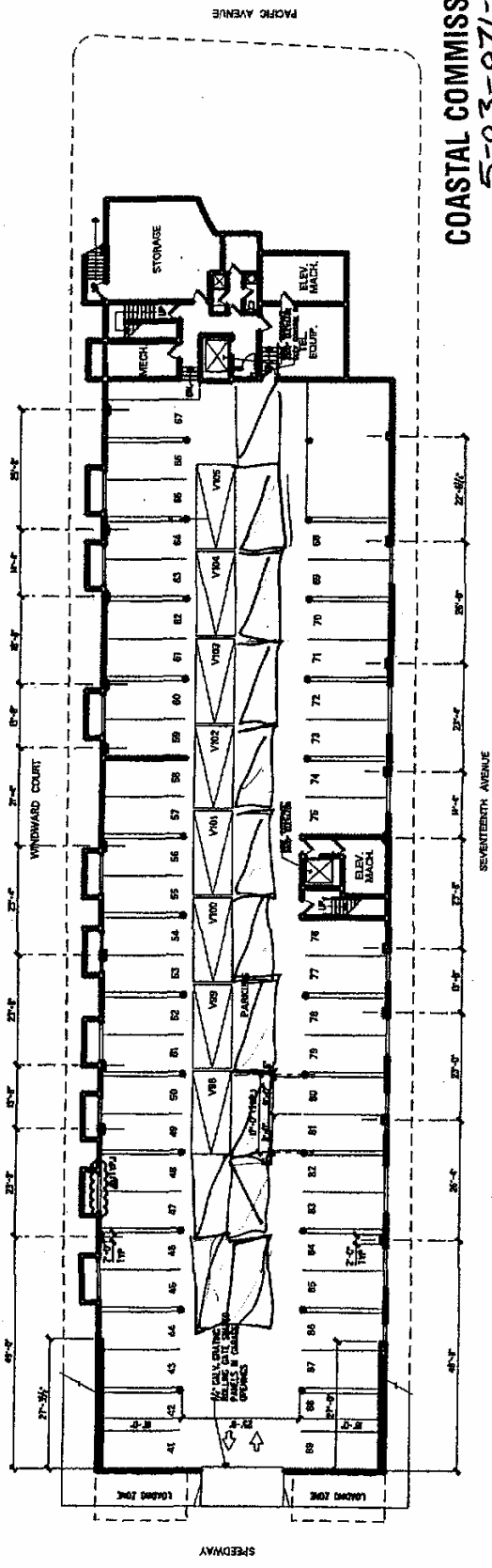
cc: Mark and Erwin Sokol







D3 EXISTING PARKING LEVEL 1



COASTAL COMMISSION  
5-03-071-A2

EXHIBIT # 4  
PAGE 5 OF 5

A3.0 Hotel Parking Layout - Two-level garage

**Chuck Posner**

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**From:** Challis Macpherson [challis.macpherson@verizon.net]  
**Sent:** Tuesday, March 10, 2009 2:23 PM  
**To:** Chuck Posner  
**Subject:** Marina Pacific Hotel application for Coastal Development Permit

RECEIVED  
Coastal Region  
MAR 10 2009  
CALIFORNIA  
COASTAL COMMISSION

Dear Chuck:

It was nice talking to you today.

August 19, 2008 the Venice Neighborhood Council Board of Officers accepted LUPC's Staff Report (attached) and voted to recommend denial of this project to Councilman Rosendahl. Excerpt from the board minutes states, "Challis Macpherson (Chair-LUPC@VeniceNC.org) on behalf of LUPC: LUPC motion on Marina Pacific Hotel - LUPC recommends 3-2-1 that the VNC Board of Officers accept the LUPC Staff Report and deny this project. Motion approved 10-0-3]

Please enter the LUPC staff report in it's entirely in your staff report. It is the result of 3 public meetings with public testimony, and much research by LUPC member Robert Aronson. Serious public and committee problems with hours, parking and especially noise from that level to the surrounding residential neighborhood. Venice beach pretty much closes down at sundown, but the noise from that balcony will prevail over the people that live there. The CCC cannot, in good faith, ignore the needs of residents to get a good night's sleep before getting up to go to work the next morning.

Note that both the LUPC and the Board of the Venice Neighborhood Council voted to recommend that the application be denied. We later learned that the applicant had allegedly obtained the support of the Councilmember, which was likely the basis for their refusal to negotiate. Support of the Councilmember was sufficient for the West L.A. Area Planning Commission, who approved the project as requested.

Later, Challis

COASTAL COMMISSION  
5-03-071-A2  
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**FINAL LUPC STAFF REPORT, July 31, 2008**

**Project Address:** 1697 Pacific Avenue and 41 East 17<sup>th</sup> Avenue

**Case Number:** APCW-2008-317- SPE ZV CUB SPP  
ENV 2008-318-EAF

**Applicant:** Best Western Marina Pacific Hotel & Suites LLC; Erwin and Caren Sokol, Mark Sokol; email: info@MPHotel.com, phone: (310) 452-1111;

**Applicant's Representative:** Clare Bronowski, Esq. and Paul Bennett, Esq.; Christensen, Glaser, Fink, Jacobs, Weil & Shapiro, LLP; emails: Cbronowski@ChrisGlase.com, Pbenett@ChrisGlase.com; phone: (310) 282-6254

**Nature of Application:** Applicant is requesting a Specific Plan Exception, a Zone Variance, a Conditional Use Permit, Project Permit Compliance review, and a Coastal Development Permit, as follows:

1. A Specific Plan Exception from Section 13.D of the VCZSP to allow a 2,689 square foot food and beverage service area on the roof-top deck of the hotel with zero (0) additional parking spaces in lieu of the required twenty seven (27) parking spaces, said roof deck area to utilize the hotel's existing 92 striped parking spaces and 16 valet-assisted aisle spaces, plus an additional 32 valet-assisted aisle spaces, with free valet parking attendant(s) 24/7.
2. A Zone Variance from the requirements of LAMC Section 12.14.A.1.(a)10 and 12.14.A.1.(b)(3) to allow the use of an existing roof-top deck and portions of existing patio dining areas in the hotel's front yard to serve full line alcoholic beverages and food.
3. Pursuant to Los Angeles Municipal Code section 12.24.W.1 , a Conditional Use Permit:
  - a. to allow a full line of alcoholic beverages to be served on a 2,689 square foot roof-top deck food and beverage service area with a capacity of 98 persons;
  - b. to expand the service of alcoholic beverages from beer and wine to a full line of alcoholic beverages in an existing meeting room and an existing ground floor indoor food and beverage service area and two ground floor outdoor patios;
  - c. to allow a full line of alcoholic beverages to be served via room service.

The Applicant is requesting hours of operation as follows:

Roof-top food and beverage service area:

Winter Hours (October-April):

7 A.M. to 11:30 A.M. Sunday through Thursday

7 A.M. to 12:30 A.M. Friday and Saturday

Summer Hours (May-September):

7 A.M. to 12 midnight Sunday through Thursday

7 A.M. to 1:00 A.M. Friday and Saturday

**COASTAL COMMISSION**

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Ground floor indoor food and beverage service area and 2 outdoor patio areas:  
6 A.M. to 1 A.M. Sunday through Thursday  
6 A.M. to 1:30 A.M. Friday and Saturday

Meeting room:  
6 A.M. to 1 A.M. Sunday through Thursday (intermittent)  
6 A.M. to 1:30 A.M. Friday and Saturday (intermittent)

Room service and in-room Mini Bars:  
24 hours/day or as permitted by state license

The Applicant proposes live entertainment with non-amplified sound, with no piano, and after 8:00 P.M. limited to one performer with one instrument, and low-volume background music with speakers positioned to result in no sound transmission to adjacent residences, and no television or video monitors and no paging system.

The Applicant proposes that the kitchen shall remain open and food shall be served at all times that alcohol is served, and that alcohol may be served without a food order.

4. Pursuant to the Venice Coastal Zone Specific Plan section 8. B. and LAMC section 11.5.7, Project Permit Compliance review for the above.

5. Coastal Development Permit for the above.

**Size of parcel:** 28,052.6 square feet, as per ZIMAS; 71' x 315', from Pacific Ave. to Speedway and from Windward Court to 17<sup>th</sup> Avenue, an entire block.

**Size of project:** Existing 122 room hotel, 66,058 square feet total floor area, 5 stories tall, 63 ½ feet tall.

In 2007, an addition and renovation was completed that added a fifth story, 30 new hotel rooms, and no additional parking spaces.

**Zoning:** C2-1-CA  
**General Plan Land Use:** Community Commercial

**Venice Subarea:** North Venice, VCZSP Section 10.F.

**Permit Application Date:** As per Applicant, final papers filed on May 22, 2008.  
(Master Land Use Permit Application filed on February 2, 2008)

**West L.A. Area Planning Commission Hearing Date:** A hearing is set before a Zoning Administrator on August 4, 2008. No WLAAPC public hearing date has been set.

**ISSUES:**

**Parking:**

The VCZSP Parking Requirement Table at Section 13.D. of the VCZSP states that a

**COASTAL COMMISSION**

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restaurant shall provide parking spaces at the ratio of "One space for each 50 square feet of Service Floor (including outdoor service areas)." However, the Parking Requirement Table separately lists "Hotel" use under "Residential Uses," and states that the required number of parking spaces is "One space for each 100 square feet of floor area used for consumption of food or beverages."

The Planning Department has indicated that it will apply this latter requirement of one space per 100 square feet. The Coastal Commission is expected to apply the parking requirement of one space for each 50 square feet of Service Floor, the same requirement used in the VCZSP for restaurants not in a hotel.

The Applicant states that the Service Floor area of the roof-top deck is 2,689 square feet, such that the City will require 27 new parking space. The Coastal Commission is expected to require 54 new parking spaces.

The Applicant has represented that an additional 32 parking spaces can be created in the aisles of the existing parking garage. The Applicant acknowledges that the City will not allow these to be counted as parking spaces, and the Applicant therefore seeks a waiver of all additional parking spaces required for the addition of a food and beverage service area on the roof-top deck of the hotel. However the Coastal Commission did allow additional valet parking spaces to be "created" in the aisles of the existing parking garage when it approved the 5<sup>th</sup> story addition of 22 rooms in 2002.

Three of these aisle parking spaces approved by the Coastal Commission are located in the staging area for valet parking, in the front driveway at the lobby, and this area should be left open for circulation and should not be designated for parking spaces.

The Applicant contends that hotel guests have a historically low usage of existing parking; with many European tourists, and the community generally agrees with this assessment. The Applicant contends that the existing parking is sufficient to accommodate the expanded ground-floor and community room use and the rooftop deck food and beverage service area. The Applicant has provided a parking study which supports this assessment. However, the parking study was not conducted during peak summer parking demand.

The community is concerned that patrons of the proposed rooftop deck restaurant will park on adjacent streets, where there is already a severe shortage of parking. The Applicant has proposed 24/7 validated free valet parking.

The project is located in the Beach Impact Zone as defined in Section 5.D. of the VCZSP, and the Beach Impact Zone parking requirement is "One parking space for each 640 square feet of floor area of the Ground Floor," as that term is defined in Section 5.M. of the VCZSP. As per the Applicant, the Ground Floor square footage is 1,906.8 square feet, which would require 3 additional BIZ parking spaces. The Applicant states that the BIZ parking requirement does not apply to this application.

**Sound/Noise/Hours:**

Due to the noise created by patrons leaving the restaurant/bar located in the St. Mark's building on Windward Avenue, the owners of the Marina Pacific Hotel and Suites were

**COASTAL COMMISSION**

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instrumental in a City process which changed the closing time to 11:00. The Applicant strongly opposed a later closing time for a subsequent tenant in that space, Danny's Deli, and that closing time was upheld. Danny's Deli is an enclosed building, whereas the proposed rooftop restaurant is entirely outdoors and unenclosed on the top of the 6<sup>th</sup> floor of the building, immediately adjacent to residences. At the least, the Applicant should be held to the same standards it sought to impose on others.

The adjacent residents point out that set-up and clean-up will take place before and after the hours of operation, which could also disturb the adjacent residents.

The Applicant claims that they would never allow the rooftop restaurant to become so loud as to disturb their hotel guests. However, the Applicant originally sought a capacity of 250 persons for the rooftop restaurant, and it is reasonable to conclude that substantial soundproofing was installed as part of their recent addition and renovation, so that noise would not impact guest rooms.

The Applicant is applying for Venice Coastal Development Project Permit Compliance review. The criteria for this review is set forth in Section 8.A. of the VCZSP:

**C. FINDINGS.** In granting a Project Permit Compliance Review in the Venice Coastal Zone, the Approving Authority shall make each of the findings in Section 11.5.7 and the following findings:

1. That the Venice Coastal Development Project is compatible in scale and character with the existing neighborhood, and that the Venice Coastal Development Project would not be materially detrimental to adjoining lots or the immediate neighborhood;
2. That the Venice Coastal Development Project is in conformity with the certified Venice Local Coastal Program;
3. That the applicant has guaranteed to keep the rent levels of any Replacement Affordable Unit at an affordable level for the life of the proposed Venice Coastal Development Project and to register the Replacement Affordable Units with the Los Angeles Department of Housing;
4. That the Venice Coastal Development Project is consistent with the special requirements for low and moderate income housing units in the Venice Coastal Zone as mandated by California Government Code Section 65590 (Mello Act).

A 47-unit apartment building lies directly below, and on the same street, as the proposed rooftop restaurant, and a half-block away is a residential street with single-family homes and apartments. While the adjacent residents and the community question whether a 6<sup>th</sup> floor rooftop restaurant is compatible with the residential property in such close proximity, and question whether the noise and traffic generated by the rooftop restaurant will disturb them, a willingness exists to allow the rooftop restaurant on a trial basis, or with limited hours, and with expanded hours if there is no unreasonable disturbance.

In the early morning, and after sunset, the beachfront area is relatively quiet. Vendors on Ocean Front Walk are required to close shortly after sunset. The adjacent residents and the community wish to preserve this quiet time, and do not wish to be disturbed by a 6<sup>th</sup> floor rooftop restaurant in the early morning or much after sunset, except on weekends.

**COASTAL COMMISSION**

**Height:**

VCZSP section 10. F.3.a. provides for a maximum of 30' for Flat Roof, and 35' for a Varied Roofline

The Elevations that are part of the architectural plans set forth the following heights (keep in mind that **street level is 12.84'** so this number would need to be deducted to get an actual height):

elevator: **88.86'**  
stairs: 82.15'  
mechanical parapet: 80.86'  
allowable occupied: 76.34'  
clerestory: 76.29'  
parapet: 76.36'  
**roof deck: 72.860**  
roof: 71.65'  
floor level, 6<sup>th</sup> level: 60.86'  
floor level, 5<sup>th</sup> level: 46.8'  
floor level, 4<sup>th</sup> level: 37.02'  
floor level, 3<sup>rd</sup> level: 27.94'  
floor level, lobby: 16.12"  
street level: 12.84'

A neighbor unsuccessfully appealed the increased height to the Coastal Commission, and then filed an unsuccessful lawsuit against the City concerning the height. The community is opposed to awnings, enclosures, covers, railings, wind screens, heat lamps, plants, or umbrellas which cause increased height or massing.

**Other Issues:**

Netting along edge of roof-top deck to catch items dropped or thrown over sides  
Security  
Loading area

**THE LUPC, AT ITS MEETING ON JULY 29, 2008, RECOMMENDED THAT THE APPLICATION BE DENIED.**

Below are the draft condition of approval prepared in the event that the application is conditionally approved.

**COASTAL COMMISSION**

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**Draft Conditions of Approval**

The residents adjacent to the hotel, and the Venice community, are uncertain as to how much noise will be generated by 98 persons dining and drinking alcoholic beverages on the 6<sup>th</sup> floor rooftop deck. Many factors affect sound transmission in the direction of adjacent residences, including temperature, humidity, and ambient noise. The applicant's Acoustical Engineer has conducted a study which concludes that "the project's noise will not impact the surrounding land use." Section 5 of the Acoustical Analysis dated April 15, 2008, states:

5.0 **IMPACT ANALYSIS**

The noise level contours are shown on Exhibit 7. The project's noise levels will range from an average 40 dBA to an average 45 dBA. The contours show that the project's noise levels will not exceed the allowed commercial or residential noise limits in the day or night periods, nor will they exceed the existing ambient noise levels. Thus, ***the project's noise will not impact the surrounding land uses.*** (emphasis added.)

The residents adjacent to the hotel, and the Venice community, do not believe that this is true, but are willing to support a rooftop restaurant on a trial basis to determine the accuracy of the Acoustical Engineer's representation that the noise will not impact the adjacent residents, and to determine the validity of the Applicant's position that sufficient parking can be created by reconfiguring the existing parking garage.

The adjacent residents and the Venice community are concerned that existing City procedures and State ABC procedures do not provide sufficient flexibility and speed to protect them in the event that the project's noise, parking, or other issues, have a negative impact on the neighbors or the community. One objective of these conditions of approval includes creating a review process which will provide swift and responsive procedures to either resolve problems as they arise, or terminate the use of the rooftop as a food and beverage service area. A periodic review with established hearing dates is not considered sufficient because the popularity of the rooftop deck food and beverage service area is expected to increase over time, and particularly over the course of one or two summer seasons. One annual review would not provide sufficient opportunity to address problems, and even quarterly periodic review would require the adjacent residents to endure problems for up to three months, which they consider too long.

If a review process cannot be created to quickly address problems as they arise, the community does not wish to have a 6<sup>th</sup> floor rooftop restaurant which is open early in the morning or late in the evening.

A proposed review process is described below.

**1. Noise:**

a. The noise emanating from the hotel shall have no impact whatsoever on the adjacent residents. The sound as measured from the boundary of any residential property shall have a sound pressure level less than or equal to 40 dB(A).

b. At the written request of any occupant of adjacent residential property, the hotel shall cause equipment to be promptly installed by an independent Acoustical Engineer to measure and record

**COASTAL COMMISSION**

EXHIBIT # 5  
PAGE 7 OF 10

sound pressure levels at or near the boundary of any residential property or occupied residential building, and on the rooftop deck food and beverage service area, and the hotel shall bear the expense of such study for a period of at least 30 days.

c. The hours of operation of the rooftop restaurant shall be two-tiered, with one set of "Regular Hours" during times when adjacent neighbors would expect to be disturbed by noise, and one set of hours during times when adjacent neighbors would expect relative quiet ("Undisturbed Hours"). During the Undisturbed Hours, if the hotel receives a sound-related complaint from an identified adjacent residential neighbor with a verifiable address and telephone number, the hotel shall immediately cease accepting new orders for food and beverages, and shall not resume taking such orders until the next Regular Hours. In the event of three such complaints in the course of one weekend (beginning on Friday), the hours of operation shall not include the "Undisturbed Hours" the following weekend (Friday through Sunday). The hours are as follows:

Roof-top deck food and beverage service area:

Regular Hours (when adjacent neighbors would expect to be disturbed by noise):

Every Day:

Open: 8:30 A.M.

Close: One hour after Sunset

Additional "Undisturbed Hours" (when adjacent neighbors would expect relative quiet):

Friday:

Close: Two hours after Sunset

Saturday:

Open: 7:00 A.M. through 8:30 A.M.

Close: Three hours after Sunset

Sunday:

Open: 7:00 A.M. through 8:30 A.M.

"Sunset" is defined as the time of sunset found on the chart showing the sunset for a one-year period, prepared by the Astronomical Applications Department of the U.S. Naval Observatory: [www.aa.usno.navy.mil/data/docs/RS\\_OneYear.php](http://www.aa.usno.navy.mil/data/docs/RS_OneYear.php)

d. No amplified live entertainment shall be permitted at any time. Non-amplified entertainment is permitted, but is limited to one performer with one instrument during the Regular Hours. No piano or drums are permitted.

e. Signs shall be permanently installed in each seating area saying "Please be considerate of the noise level for our neighbors" or similar language.

f. Compliance with these hours and these conditions does not preclude a review resulting in modification or termination.

g. Applicant's proposed conditions, numbers 3, 5, 6, 7, 8, 9,10, 11.b., and 11.c., are accepted.

**COASTAL COMMISSION**

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## 2. Neighbor or Community Initiated Review and Periodic Review

a. Any non-anonymous person or entity may initiate a review at any time by written request directed to the West Los Angeles Area Planning Commission, Att: James Williams. The review shall consist of a public hearing before the WLAAPC within 45 days of the date of receipt of the written request. The request need not be based upon a violation of the then-existing hours or conditions of approval. Rather, all aspects of the approvals, including but not limited to hours, noise, and parking issues, may be raised in the written request for review, and may considered and addressed by the WLAAPC.

b. The WLAAPC shall have the authority to order the modification and/or revocation of all permits relating to serving of food and alcoholic beverages, and the revocation of the zone variance and/or the conditional use permit to the extent they allow service of food and alcoholic beverages.

c. A periodic review shall take place one year after the date of issuance of the certificate of occupancy or similar approval for the rooftop restaurant, and a further periodic review shall take place after two years from that date.

## 3. Parking:

a. Validated free valet parking 24/7.

b. No stacking/waiting/idling of cars in any public right of way while awaiting valet service.

c. A public bike check shall be created and maintained at the hotel's Speedway garage entrance, cost is \$2.50 per day, open same days and hours as rooftop restaurant, open to public, widely publicized to become a City-wide beach access resource. Public bike check is in lieu of bicycle parking and showers as required by LAMC 12.21A

d. The Applicant shall pay an in-lieu fee for all parking spaces not provided. The number of required parking spaces and the amount of the in-lieu fee shall be determined by the WLAAPC and/or the California Coastal Commission. The payment of the in-lieu fee shall be suspended in part, in an amount determined by the WLAAPC and/or the California Coastal Commission, for the time period that the public bike check is operating as described hereinabove.

## 4. Height and Massing:

Awnings, enclosures, covers, railings, wind screens, heat lamps, plants, hedges, or umbrellas which cause increased height or massing shall be prohibited.

## 5. Lighting:

Rooftop lighting must be below a certain wattage, installed with reflectors and maintained so as to reflect the light away from any street and adjacent premises, and shall be turned completely off after dark when the rooftop restaurant is closed, except to allow clean-up after closing.

**COASTAL COMMISSION**

**Following are the Standard Conditions for Alcoholic Beverage Conditional Use permits generally recommended by the LUPC, and tailored to the proposed project:**

7. Applicant will post on the premises a laminated copy of the conditions of approval, in a conspicuous place where the public can see them.
8. No alcohol advertisements shall be visible from the outside of the premises.
9. Hours of operation are the same as the hours of food and alcohol sales.
10. The use and development of the property shall be in substantial conformance with the floor plans submitted and marked *Exhibit "A,"* which are the ground-floor and rooftop plans.
11. *No further additions or structural alterations* shall be made to the subject building unless necessary to comply with an order issued by a governmental agency in the interests of health, safety, or welfare.
12. No tobacco sales allowed on the premises.
13. In addition to the business name or entity, the name of the individual Applicants – Erwin, Caren, and/or Mark Sokol – shall appear on the alcohol license and any related permits.
14. There shall be no coin-operated games or video machines maintained upon the premises at any time.
15. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the Applicant shall be removed or painted over within 24 hours of being applied, and the paint shall match the original color.
16. The Applicant shall be responsible for maintaining free of litter, the area and adjacent to the premises over which they have control.
17. Any future operator or owner for this site must file a new *Plan Approval Application* to allow the City of Los Angeles to review the “mode and character” of the usage;
18. The Applicant shall adhere to the Best Management Practices for restaurant/food service use.

**Applicant’s proposed conditions, numbers 1, 12, 13, 14, 15, 16, and 17 are accepted.**

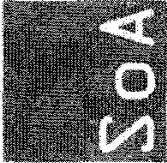
Respectfully submitted,

Robert A. Aronson  
LUPC Member

**COASTAL COMMISSION**

EXHIBIT # 5  
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STUDIO OF ARCHITECTURE



1330 w 12th st  
suite a  
los angeles ca  
90015 - 2009

March 12, 2009

California Coastal Commission

South Coast District Office  
200 OceanGate, 10th Floor  
Long Beach, CA 90802-4325

Attn: Charles Posner  
cposner@coastal.ca.gov)

RECEIVED  
South Coast Region

MAR 12 2009

CALIFORNIA  
COASTAL COMMISSION

Re: Marina Pacific Hotel  
Application No. 5-03-071-A2  
LETTER OF SUPPORT

Dear Commissioners:

As 28 year residents who live near the Marina Pacific Hotel, we are writing in support of the Hotel's request to allow food and beverage service on their roof deck area. We have always been confused as to why there is so little Public Access to Ocean View Dining in our community.

As long standing members of the Venice Neighborhood Council and past VNC Land Use and Planning Committee members, we have always appreciated the service and convenience provided by the hotel. The recent expansion and upgrade of the hotel has been an affordable asset to the entire neighborhood, and is professionally and courteously operated. The hotel has ample parking and always has excess spaces in its lower parking level.

The hotel has always been a good neighbor and valuable resource for the entire Venice community. We wholeheartedly support the hotel's request.

Respectfully Submitted,

Michael King AIA

Diana Pollard AIA

t. 213.763.0505  
f. 213.763.0552  
www.soa1td.com

COASTAL COMMISSION

EXHIBIT # 6  
PAGE 1 OF 1

# LARRY BELL INC

LARRY BELL TAOS STUDIO  
4101 NDCBU  
233 RANCHITOS ROAD  
TAOS NM 87571  
575-758-3062  
FX: 575-758-7778  
CELL: 575-751-6454

Bell@newmex.com

LARRY BELL VENICE STUDIO  
77 MARKET STREET  
VENICE CA 90291  
310-452-3125  
FX: 310-452-3132  
CELL: 310-740-7978

larrybell.com

California Coastal Commission  
South Coast District Office  
200 OceanGate, 10th Floor  
Long Beach, CA 90802-4325

RECEIVED  
South Coast Region

MAR 12 2009

CALIFORNIA  
COASTAL COMMISSION

ATTN: CHARLES POSNER  
(email: cposner@coastal.ca.gov)  
RE: Marina Pacific Hotel (MPH)  
Application No. 5-03-071-A2  
DATE: 12 March 2009  
TO: The Commissioner's whom it may concern:

I am writing in support of the Marina Pacific Hotel's request to allow new food and beverage service on their roof deck area. The roof is a spectacular place to view Los Angeles and the beach at once. The guests of the Hotel and the visitor's to those guests will be well served by this addition to the fine hotel service the MPH provides.

I have worked as an artist in the area of the Hotel since it opened in the mid-seventies. I have considered the Hotel my "home away from home" for more than 30 years. It is a fine establishment, good business and a properly run hotel. I am in complete support of the MPH's venture to add food and beverage service to the fine hospitality they have always shown to me and the other guests of the hotel.

Venice can always use another good service provider for food and drink and hospitality. I hope the commissioner's look favorably on the hotel's request; it will make staying there all the more convenient. They have a good parking facility and good attendants handling parking.

I wish the Sokol family good luck with this project.. they deserve it.

Sincerely,

COASTAL COMMISSION

Larry Bell- Artist and long time guest of the MPH.

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California Coastal Commission  
South Coast District Office  
200 Oceangate, 10th Floor  
Long Beach, CA 90802-4325

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South Coast Region

MAR 12 2009

CALIFORNIA  
COASTAL COMMISSION

Attr: Charles Posner  
(email: cposner@coastal.ca.gov)

Re: Marina Pacific Hotel  
Application No. 5-03-071-A2

Dear Commissioners:

I am writing in support of the Marina Pacific Hotel's request to allow food and beverage service on their roof deck area.

The roof deck will be a fabulous addition to the neighborhood, serving hotel guests as well as nearby community members. The views of the beach and ocean will be outstanding.

As a long standing member of the Venice community, I have always appreciated the service and convenience provided by the hotel. The recent expansion and upgrade of the hotel has been an asset to the entire neighborhood, and the hotel is professionally and courteously operated. The hotel has ample parking and always has excess spaces in its lower parking level.

The hotel has always been a good neighbor and valuable resource for the entire Venice community. I whole- heartedly support the hotel's request.

Sincerely,



Jack V. Hoffmann  
45 Market St.  
Venice, CA 90291

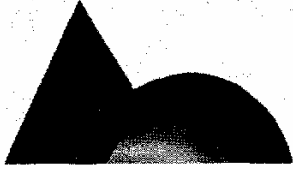
**COASTAL COMMISSION**

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South Coast Region

MAR 12 2009

CALIFORNIA  
COASTAL COMMISSION



**pi-u-ma motion**

1333 ocean avenue / suite E  
santa monica, california 90401  
t: 310.395.4300 / c: 310.383.7056  
e-mail: doug@piumamotion.com

Charles R. Posner, Costal Program Analyst  
California Coastal Commission  
200 Oceangate, Suite 1000  
Long Beach, CA 90802  
(562) 590-5071

[cposner@coastal.ca.gov](mailto:cposner@coastal.ca.gov)

Re: Marina Pacific Hotel & Suites  
1697 Pacific Avenue, Venice, CA  
Case No: APCW-2008-317 (5-VEN-08-134)

Dear Mr. Posner,

I am writing this letter in support of the Marina Pacific Hotel's request to add food and beverage service for the hotel and roof top deck.

I produce commercials for the Japanese Market, commercials which air exclusively in Japan but are shot in America, specifically Los Angeles. Part of our sales approach and appeal is to give our clients the real "California experience" when they are here. It is why we have our offices in Santa Monica and why the Marina Pacific Hotel has been our hotel of choice for our groups of Japanese clients during our shoots. There are plenty of similar hotels in terms of comfort and quality, but the iconic nature of the hotel and its location in the heart of Venice Beach helps transform successful shoots into larger successful "experiences" which in turn aid in making one-time customers become repeat customers. Especially in these times when there is less production work, less business as a whole, the entire package we provide, not just our technical expertise, is often the deciding factor in a business where are competitors are not so much other LA based production companies, but other locations - Australia, South Africa, Spain - which have similar stable weather patterns and local production crews.

The roof top deck with its great views will be an important amenity and an added attraction for our clients. I urge you to please grant their request.

Sincerely,

Doug Dilg  
Executive Producer

**COASTAL COMMISSION**

EXHIBIT # 9  
PAGE 1 OF 1



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South Coast Region

MAR 16 2009

CALIFORNIA  
COASTAL COMMISSION

Mike McAllister  
24 17<sup>th</sup> Street #209  
Venice, CA 90291

March 12, 2008

California Coastal Commission  
South Coast District Office  
200 Oceangate, 10<sup>th</sup> Floor  
Long Beach, CA 90802-4325

Attn: Charles Posner

RE: Application # 5-03-071-A2  
Best Western Marina Pacific Hotel – 1697 Pacific Avenue in Venice

Dear Commissioners:

The purpose of this letter is to urge the commission to approve the request to allow food and beverage service on the new roof deck at the Best Western Marina Pacific Hotel.

I have lived across 17<sup>th</sup> Street from the Marina Pacific Hotel for the past 16 years and I cannot think of a better neighbor. My apartment faces 17<sup>th</sup> Street so I am very aware of its positive impact on the quietness and the feeling of safety the hotel's presence brings to our street. The hotel is a wonderful "reasonable cost" resource for our community when family and friends come to visit. I can also speak, with personal experience, to the ample parking space situation. On several occasions I have had relatives stay at the hotel and have always noticed that the garage's existing spaces were greatly underutilized.

In summary, as a long-term resident of the neighborhood, I strongly support the hotel's request. Not only will it help keep an affordable resource in our community, it represents a wonderful hospitality addition for hotel guests and nearby residents alike.

Thank you for considering my feelings in this matter.



Mike McAllister

**COASTAL COMMISSION**

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