

CALIFORNIA COASTAL COMMISSION

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RECORD PACKET COPY

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Staff: CP-LB
Staff Report: 9/18/01
Hearing Date: October 8, 2001
Commission Action:



Item M8k

STAFF REPORT: REGULAR CALENDAR

APPLICATION NUMBER: 5-01-270

APPLICANT: Tom Notey (MPG Car Rental & Sales)

AGENT: Permit Pullers Construction Consultants (Kimber Clark)

PROJECT LOCATION: 2423 Lincoln Boulevard, Venice, City of Los Angeles.

PROJECT DESCRIPTION: Construction of a one-story, 1,200 square foot office building and paving of a vacant 6,570 square foot lot to establish automobile rental and sales business.

Lot Area	6,570 square feet
Building Coverage	1,157 square feet
Pavement Coverage	5,183 square feet
Landscape Coverage	230 square feet
Parking Spaces	5
Zoning	C2-1
Plan Designation	General Commercial
Ht above final grade	17 feet

LOCAL APPROVAL: City of Los Angeles Specific Plan Project Permit, Case No. DIR2001-0785 (SPP), 6/4/01.

SUBSTANTIVE FILE DOCUMENTS:

1. Certified Land Use Plan for Venice, City of Los Angeles, 6/12/01.
2. Venice Specific Plan, City of Los Angeles Ordinance No. 172,897.
3. Coastal Development Permit 5-86-698 (Cohen).

SUMMARY OF STAFF RECOMMENDATION

Staff is recommending that the Commission grant a coastal development permit for the proposed development with special conditions to protect the nearby public parking facilities from the parking impacts of the proposed project. **See page two for motion.**

The special conditions would: a) prohibit parking of rental cars and cars for sale on the public streets, b) limit building height and signage, and c) protect water quality. The applicant agrees with the staff recommendation.

STAFF RECOMMENDATION:

The staff recommends that the Commission adopt the following resolution to **APPROVE** the coastal development permit application with special conditions:

MOTION

"I move that the Commission approve with special conditions Coastal Development Permit 5-01-270 per the staff recommendation as set forth below."

Staff recommends a **YES** vote which would result in the 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** a coastal development permit for the proposed development and adopts the findings set forth below on grounds that the development as 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 of the Coastal Act. Approval of the permit 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 development on the environment, or 2) there are no further feasible mitigation measures or alternatives that would substantially lessen any significant adverse impacts of the 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. Permit Compliance

Coastal Development Permit 5-01-270 permits the construction and use of a one-story, 1,200 square foot office building (paving of a five-space parking lot) for an automobile rental and sales business. Any proposed change in use, change in intensity of use on the site, change in the on-site parking supply, or other deviation from the approved plans, shall be submitted for review by the Executive Director to determine whether an amendment to this coastal development permit is necessary pursuant to the requirements of the Coastal Act and the California Code of Regulations. If the Executive Director determines that an amendment is necessary, no changes shall be made until the permit is amended by the Commission and issued by the Executive Director.

2. Parking

The applicant is not permitted to use the adjacent public streets for the parking or storage of rental cars or cars for sale.

3. Signs

Coastal Development Permit 5-01-270 does not permit any signage on the site other than business identification signage to identify the specific uses permitted by this action: on-site automobile rental and sales. Rooftop signs are prohibited. No sign or any portion of any sign shall exceed a height of thirty feet (30') above the elevation of the fronting right-of-way. No sign shall rotate or flash.

4. Protection of Marine Resources

The applicant shall implement appropriate source control, treatment, and both structural and non-structural Best Management Practices (BMPs) to mitigate the volume, velocity, and pollutant load of stormwaters and nuisance flows from the development site. The BMPs shall include, but are not limited to the following:

- A. The applicant shall direct all runoff from the site through a structural BMP, such as a Fossil Filter or an equivalent filtration device, which will remove sediments, petroleum hydrocarbons, heavy metals, and vehicle residues associated with maintenance, repair, washing, or any vehicle-associated

activity on site. The filtration system shall be designed to mitigate the 85th percentile, one-hour rainfall event. The applicant shall follow a standard operation and maintenance plan as specified by the manufacturer and in accordance with the California Best Management Practices Handbook to ensure maximum removal efficiencies.

- B. The applicant shall, on a weekly basis, sweep the parking lot and all impervious surfaces to remove sediment, debris, and vehicular residues. Washing-down of impervious surfaces is prohibited, unless these nuisance flows are diverted through an approved filter and do not contribute any additional pollutants to the runoff.
- C. All vehicle maintenance and repair fluids, fuels, and materials such as rags that may have come in contact with the said fluids shall be stored in proper disposal receptacles. These materials shall not come into contact with stormwater nor contribute to nuisance flows. All vehicle leaks shall be disposed of with the following process: clean up with rags or absorbents, sweep using a granular absorbent material like cat litter, mop up the residues and dispose of mopwater in a sanitary sewer.
- D. The applicant shall use trash and recycling containers that, if they are to be located outside or apart from the principal structure, are fully enclosed and water-tight in order to prevent stormwater contact with waste matter which can be a potential source of bacteria, grease, and other pollutants in runoff.

5. Permit Compliance

All development must occur in strict compliance with the proposal as set forth in the application for permit, subject to any special conditions set forth below. Any deviation from the approved plans, no matter how minor, must be submitted for review by the Executive Director to determine whether an amendment to this coastal development permit is required.

IV. Findings and Declarations

The Commission hereby finds and declares:

A. Project Description

The proposed project involves the construction of a one-story, 1,200 square foot office building on a vacant 6,570 square foot lot in Southeast Venice (See Exhibits). The site will also be paved and landscaped for the establishment of an automobile rental and sales business. A 28-foot tall freestanding sign is proposed to identify the proposed business (Exhibit #6). The applicant proposes to rent out a small fleet of cars from the site in conjunction with another car rental facility located a few blocks south of the site at 2521 Lincoln Boulevard. The applicant

states that vehicle maintenance will not be conducted at the project (except for cleaning) and the adjacent public streets will not be used to store or park the company's vehicles.

The C2-1 zoned lot, where the project is proposed, is situated on the seaward side of Lincoln Boulevard (Route One) between Washington Boulevard and Venice Boulevard about one-half mile inland of Venice Beach (Exhibit #1). The 6,570 square foot project site is currently unpaved and vacant except for a twenty-foot high, 250 (25'x10') single-faced off-site advertising structure (billboard) which was permitted by the City of Los Angeles Department of Public Works on November 23, 1953 (Permit No. 35127). Two small motels occupy the properties east of the site, and a two-story office/retail building abuts the western property line.

B. Background and History

The general project area is identified in the certified Venice LUP and Venice Specific Plan (City of Los Angeles Ordinance No. 172,897) as Southeast Venice (Exhibit #1). Lincoln Boulevard, designated in the certified Venice LUP as a Major Highway, is a major coastal access route (State Highway One) that links coastal towns to the north (Santa Monica and Malibu) and to the south (Redondo Beach and Hermosa Beach). It is the one and only major coastal highway in western Los Angeles County. There are interchanges with Lincoln Boulevard at the Marina Freeway (State Highway 90) and at the Santa Monica Freeway (I-10). The public uses Lincoln Boulevard to connect from the freeways to east-west beach access routes, including Rose Avenue, Mindanao, and Jefferson, Venice, Washington, Pico and Ocean Park Boulevards. Lincoln is also a major commuter route, one of the busiest highways in the state. The eastern (inland) edge of the Lincoln Boulevard right-of-way is also the inland boundary of the Venice coastal zone (Exhibit #1).

The properties situated along Lincoln Boulevard are developed primarily with automobile oriented commercial uses (e.g. drive-through fast food restaurants, auto sales and services, mini-malls, gas stations, video rental, supermarkets and furniture sales). A few visitor-serving commercial uses, such as Brennan's Pub and other restaurants, are located within a few blocks of the proposed project. Behind the commercial strip on the seaward side of Lincoln Boulevard there is a residential neighborhood comprised primarily of older one and two-story single family residences. Several high-density residential developments, including a new 200-foot tall residential condominium building, have been built recently on the larger lots located several blocks south of the project site near Marina del Rey.

Typical of older Los Angeles neighborhoods, the commercial uses along Lincoln Boulevard are confined to a row of commercially designated lots that face the street with no setback from the public sidewalks that exist on both sides of the street. With the exception of the newer mid- and high-rise residential buildings located south of the site near Marina del Rey, most of the development is one-story, with an occasional two-story building. Commercial development appears to be more intense and higher on the inland side of Lincoln Boulevard, presumably because the City has more permissive zoning codes for the side of the street that is located outside of the coastal zone.

The Commission has recognized in both prior permit and appeal decisions that Southeast Venice, where the proposed project is located, is a distinct subarea of Venice that is protected by the special planning provisions of the Coastal Act. In 1980, the Commission adopted the Regional Interpretive Guidelines for Los Angeles County which included specific building standards for the various Venice neighborhoods, including the Southeast Venice neighborhood. These building standards, which apply primarily to density, building height and parking requirements reflect the conditions imposed in a series of permits heard prior to 1980. The Commission has consistently applied these density, height and parking standards to development in the Venice coastal zone in order to protect public access to the beach and to preserve community character.

On October 29, 1999, the Los Angeles City Council adopted a proposed Land Use Plan (LUP) for Venice and submitted it for Commission certification as part of the City's effort to develop a certified Local Coastal Program (LCP) for Venice. On November 14, 2000, the Commission approved the City's proposed LUP for Venice with suggested modifications. On March 28, 2001, the Los Angeles City Council accepted the Commission's suggested modifications and adopted the Venice LUP as it was approved by the Commission on November 14, 2000. The Commission officially certified the Venice LUP on June 12, 2001.

The policies and building standards contained in the Venice LUP reflect the Commission's prior actions in the area, the Commission's 1980 Interpretive Guidelines, and the existing character of each Venice neighborhood. The Commission-certified LUP for Venice, however, also contains some updated and revised building standards for the various Venice neighborhoods, including the Southeast Venice neighborhood where the proposed project is situated.

Although the standard of review for the proposed development is the Chapter 3 policies of the Coastal Act, the Commission-certified LUP for Venice now provides specific guidance for the Commission's interpretation of the relevant Chapter 3 policies. Special conditions are imposed on coastal development permits to ensure that proposed development is approved only if found to be consistent with the Coastal Act. In order to mitigate the identified impacts, the appropriate special conditions have also been applied to this coastal development permit.

C. 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.

Although the proposed project is not a commercial recreational facility that Section 30222 gives priority to, the proposed car rental business is a visitor-serving commercial use that would provide coastal visitors with vehicles for driving to coastal areas that are not served by

public transportation. Venice Beach is known as a popular visitor destination for both domestic and international visitors. Many of these visitors arrive at the Los Angeles International Airport (LAX) and take a shuttle bus or taxi to accommodations in Venice. The proposed project is located next door to two small motels that provide such accommodations. The proposed project would enhance public opportunities for coastal recreation by providing visitors with access to rental vehicles for transportation. Therefore, the proposed project is consistent with Section 30222 of the Coastal Act because it would provide a visitor-serving commercial use on the site.

The proposed project is also consistent with the property's land use designation contained in the certified Venice LUP. The certified Venice LUP designates the site, as well as the adjoining commercial properties that line Lincoln Boulevard, with the General Commercial land use designation. The certified Venice LUP defines the General Commercial land use designation as follows:

- **Policy I. B. 4. General Commercial Land Use.** *This land use designation is intended to maintain the uses, density, and character of existing low intensity commercial areas. Neighborhood commercial facilities shall also be encouraged within designated General Commercial corridors which are adjacent to residential neighborhoods. This designation primarily occurs at the intersections of major and secondary streets, or as low rise, low density linear "strip" development along major and secondary streets, and includes areas identified as "Mixed-Use Boulevards". Land designated for General Commercial in the Venice Coastal Zone is shown on Exhibits 9 through 12.*

The proposed land use is consistent with the existing density and character of project area, which is located adjacent to a residential neighborhood, and the certified Venice LUP allows the proposed land use within the General Commercial land use designation. Therefore, the proposed land use is consistent with Section 30222 of the Coastal Act and the land use designation for the site contained in the certified Venice LUP.

D. Community Character

Section 30251 of the Coastal Act states:

The scenic and visual qualities of coastal areas shall be considered and protected as a resource of public importance. Permitted development shall be sited and designed to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural land forms, to be visually compatible with the character of surrounding areas....

In order to protect public access, community character and visual quality in the Southeast Venice neighborhood where the proposed project is situated, the Commission has routinely regulated land uses, density and intensity of land use, and structural height. On June 12, 2001, the Commission adopted the following policy as part of the certification of the Venice

LUP in order to regulate commercial development in Venice and carry out the requirements of Section 30251 of the Coastal Act:

Venice Land Use Plan Policy I.B.7 states, in part:

- **Policy I. B. 7. Commercial Development Standards.** *The following standards shall apply in all commercial land use designations, unless specified elsewhere within this Land Use Plan.*

Density/Intensity: *Maximum Floor Area Ratio (FAR)*

0.5 to 1 for retail only (including restaurants)

1.0 to 1 for retail / office

1.5 to 1 for retail and/or office and residential

Parking: *See Land Use Plan Policies II.A.3 and II.A.4.*

Signage: *No roof top or billboard signs.*

The certified Venice LUP also includes a 25-foot height limit for flat-roofed structures in Southeast Venice, and a 30-foot height limit for structures with varied or stepped back rooflines. The proposed one-story, flat-roofed office building is 16.75 feet high and complies with the height limit for the site. The proposed 28-foot tall business identification sign does not exceed the 30-foot height limit for the area, and the proposed project does not include any rooftop signs or new billboards (Exhibit #6). The existing billboard on the site predates the Coastal Act as it was permitted by the City of Los Angeles Department of Public Works on November 23, 1953 (Permit No. 35127). The proposed 1,200 square feet of office space on the 6,570 square foot lot is well under the Maximum Floor Area Ratio (FAR) of one-to-one contained in the certified LUP. Therefore, the proposed project complies with the building limits contained in the certified LUP. In addition, the proposed project has no impact on public views, is visually compatible with the character of the surrounding area, and complies with Section 30251 of the Coastal Act.

E. Public Access/Parking

The proposed project is an automobile related use (sales and rentals) located on the seaward side of Lincoln Boulevard, an automobile oriented commercial strip located about on-half mile inland of Venice Beach (Exhibit #1). One of the most important coastal planning issues for the Venice area is the issue of public parking and the lack thereof. The Commission has consistently found that a direct relationship exists between the provision of adequate parking and availability of public access to the coast. New developments 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 at this highly popular coastal area. In order to conform to the requirements of the Coastal Act, the proposed project is required to provide adequate parking facilities.

Section 30252 of the Coastal Act states, in part:

The location and amount of new development should maintain and enhance public access to the coast by... (4) providing adequate parking facilities or providing substitute means of serving the development with public transportation....

Section 30252 of the Coastal Act requires that public access be protected by ensuring that adequate parking be 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. Therefore, the parking supply must be increased as the demand for parking is increased.

The amount of parking that is "adequate" for a proposed project is determined by calculating the estimated parking demand of a specific use using a parking standard. The parking standard is typically part of a certified local coastal program or zoning ordinance and is based on studies of similar projects. The Coastal Commission Regional Interpretive Guidelines for Los Angeles County (adopted 10/14/80) contain a parking standard table that is often used for guidance when the Commission determines what amount of parking is adequate for a proposed project. The parking standards contained in the Commission's Interpretive Guidelines were derived from parking studies undertaken by the City of Los Angeles Planning Department in the 1970's. The parking studies used field data to determine the average parking demand for various types of land uses. While the data used in the 1970's to establish parking standards is old, driving behavior in Los Angeles has not changed appreciably (i.e. there has not been a significant increase in the public's reliance on public transportation or forms of transportation other than automobiles).

In Venice, the City of Los Angeles currently uses the parking standards contained in the Venice Specific Plan. The parking standards contained in the Venice Specific Plan are based on the parking standards contained in the Coastal Commission Regional Interpretive Guidelines for Los Angeles County which have been implemented in Venice for more than twenty years. Prior to the City's 1999 adoption of the Venice Specific Plan, the City implemented the same parking standards through the Venice Interim Control Ordinance (ICO). Most recently, the City has included the same parking standards in the certified Venice LUP.

The parking standards contained in the Venice Specific Plan and the certified City of Los Angeles LUP for Venice (LUP Policy II.A.3) require the proposed project to provide 4.8 parking spaces as follows:

Proposed Use: 1,200 square feet of general office floor area.

LUP Parking Standard:

General office and other business, technical service, administrative or professional offices: 1 parking space for each 250 square feet of floor area.

LUP Parking Requirement: $1,200/250 = 4.8$ Parking Spaces

The proposed project provides five on-site parking spaces and a large paved area for the storage of vehicles. The proposed five-space parking supply is adequate for the proposed 1,200 square feet of general office use should the proposed structure be used solely as office space.

The proposed project, however, involves not just a general office use but an automobile sales and rental business. The site constraints will limit the number of vehicles kept on the site and the applicant has agreed that the adjacent public streets will not be used to store or park the company's vehicles. Special Condition Two of this permit states that the applicant is not permitted to use the adjacent public streets to store or park the company's vehicles. The applicant also states that vehicle maintenance is conducted at another site.

Therefore, the proposed project provides an adequate on-site parking supply, and as conditioned to prohibit the use of public parking for vehicle storage the project will not have a negative effect on public access or public parking, and is consistent with Section 30252 of the Coastal Act.

F. Control of Polluted Runoff

Section 30230 of the Coastal Act states:

Marine resources shall be maintained, enhanced, and where feasible, restored. Special protection shall be given to areas and species of special biological or economic significance. Uses of the marine environment shall be carried out in a manner that will sustain the biological productivity of coastal waters and that will maintain healthy populations of all species of marine organisms adequate for long-term commercial, recreational, scientific, and educational purposes.

Section 30231 of the Coastal Act states:

The biological productivity and the quality of coastal waters, streams, wetlands, estuaries, and lakes appropriate to maintain optimum populations of marine organisms and for the protection of human health shall be maintained and, where feasible, restored through, among other means, minimizing adverse effects of waste water discharges and entrainment, controlling runoff, preventing depletion of ground water supplies and substantial interference with surface water flow, encouraging waste water reclamation, maintaining natural vegetation buffer areas that protect riparian habitats, and minimizing alteration of natural streams.

The applicant proposes to landscape 230 square feet of the 6,570 square foot site and to pave the remainder (except for the 1,200 square foot office building). The proposed project poses a potential source of pollution due to contaminated runoff from the proposed paved area and the proposed automobile related use. Runoff from the site would enter the City's stormdrain system and would ultimately be discharged into the marine environment.

To mitigate potential impacts to marine resources caused by polluted runoff leaving the site, the permit is conditioned to require the applicant to implement appropriate source control,

treatment, and both structural and non-structural Best Management Practices (BMPs) to mitigate the volume, velocity, and pollutant load of stormwaters and nuisance flows from the development site. The BMPs shall include, but are not limited to the following:

1. The applicant shall direct all runoff from the site through a structural BMP, such as a Fossil Filter or an equivalent filtration device, which will remove sediments, petroleum hydrocarbons, heavy metals, and vehicle residues associated with maintenance, repair, washing, or any vehicle-associated activity on site. The filtration system shall be designed to mitigate the 85th percentile, one-hour rainfall event. The applicant shall follow a standard operation and maintenance plan as specified by the manufacturer and in accordance with the California Best Management Practices Handbook to ensure maximum removal efficiencies.
2. The applicant shall, on a weekly basis, sweep the parking lot and all impervious surfaces to remove sediment, debris, and vehicular residues. Washing-down of impervious surfaces is prohibited, unless these nuisance flows are diverted through an approved filter and do not contribute any additional pollutants to the runoff.
3. All vehicle maintenance and repair fluids, fuels, and materials such as rags that may have come in contact with the said fluids shall be stored in proper disposal receptacles. These materials shall not come into contact with stormwater nor contribute to nuisance flows. All vehicle leaks shall be disposed of with the following process: clean up with rags or absorbents, sweep using a granular absorbent material like cat litter, mop up the residues and dispose of mopwater in a sanitary sewer.
4. The applicant shall use trash and recycling containers that, if they are to be located outside or apart from the principal structure, are fully enclosed and water-tight in order to prevent stormwater contact with waste matter which can be a potential source of bacteria, grease, and other pollutants in runoff.

The condition requires the applicant to incorporate best management practices into the project and site management procedures to reduce or prevent contaminants from running off the site. As conditioned, the proposed project is consistent with past Commission action with regards to water quality requirements and will minimize water quality impacts. The Commission, therefore, finds that, as conditioned, the development will be consistent with Section 30230 and 30231 of the Coastal Act.

G. 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 Los Angeles City Council adopted a proposed Land Use Plan (LUP) for Venice on October 29, 1999. On November 29, 1999, the City submitted the draft Venice LUP for Commission certification. On November 14, 2000, the Commission approved the City of Los Angeles Land Use Plan (LUP) for Venice with suggested modifications. On March 28, 2001, the Los Angeles City Council accepted the Commission's suggested modifications and adopted the Venice LUP as it was approved by the Commission on November 14, 2000. The Venice LUP was officially certified by the Commission on June 12, 2001.

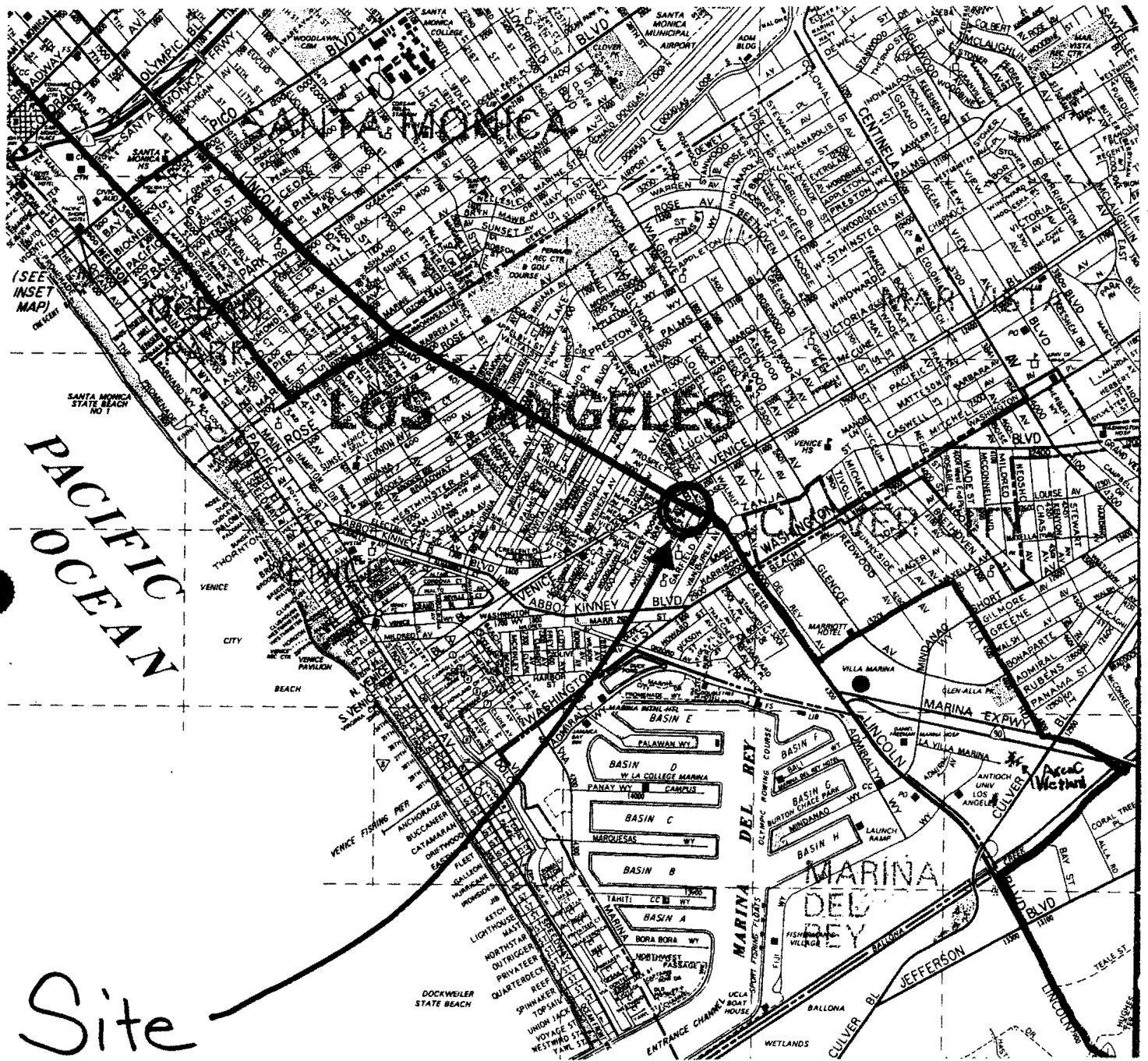
The proposed Venice LUP designates the project site as a General Commercial land use. The proposed project, as conditioned, conforms to the proposed Venice LUP. The proposed project, as conditioned, is also consistent with the Chapter 3 policies of the Coastal Act. Therefore, the Commission finds that 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).

H. 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 project, 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 project can be found consistent with the requirements of the Coastal Act to conform to CEQA.

VENICE, CA



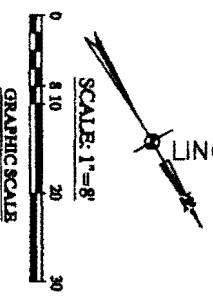
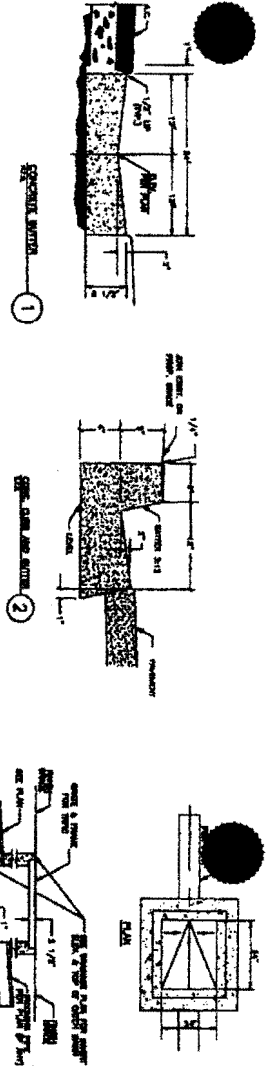
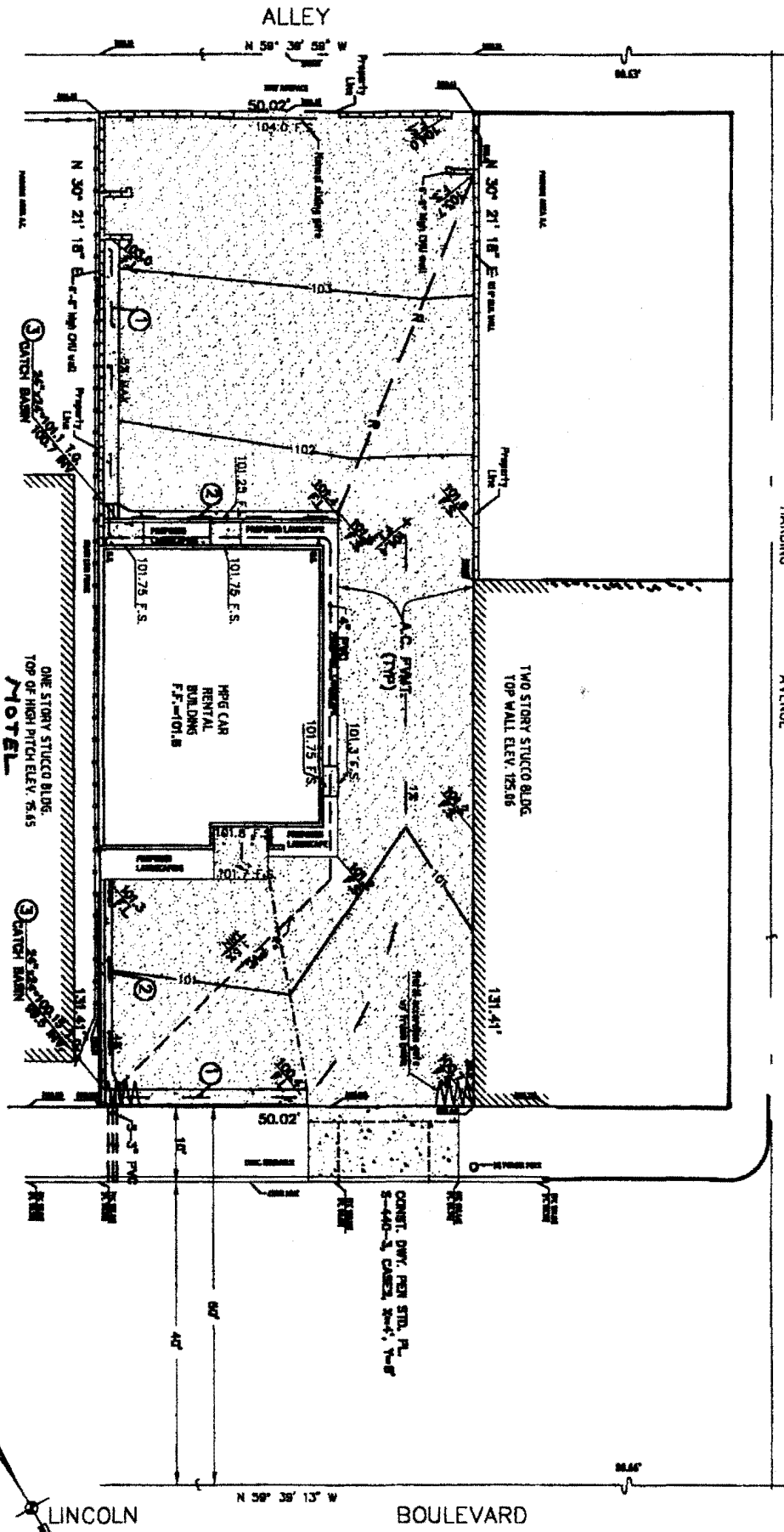
Site

2423 Lincoln Blvd.

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EXHIBIT # 1

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Drainage/Site Plan

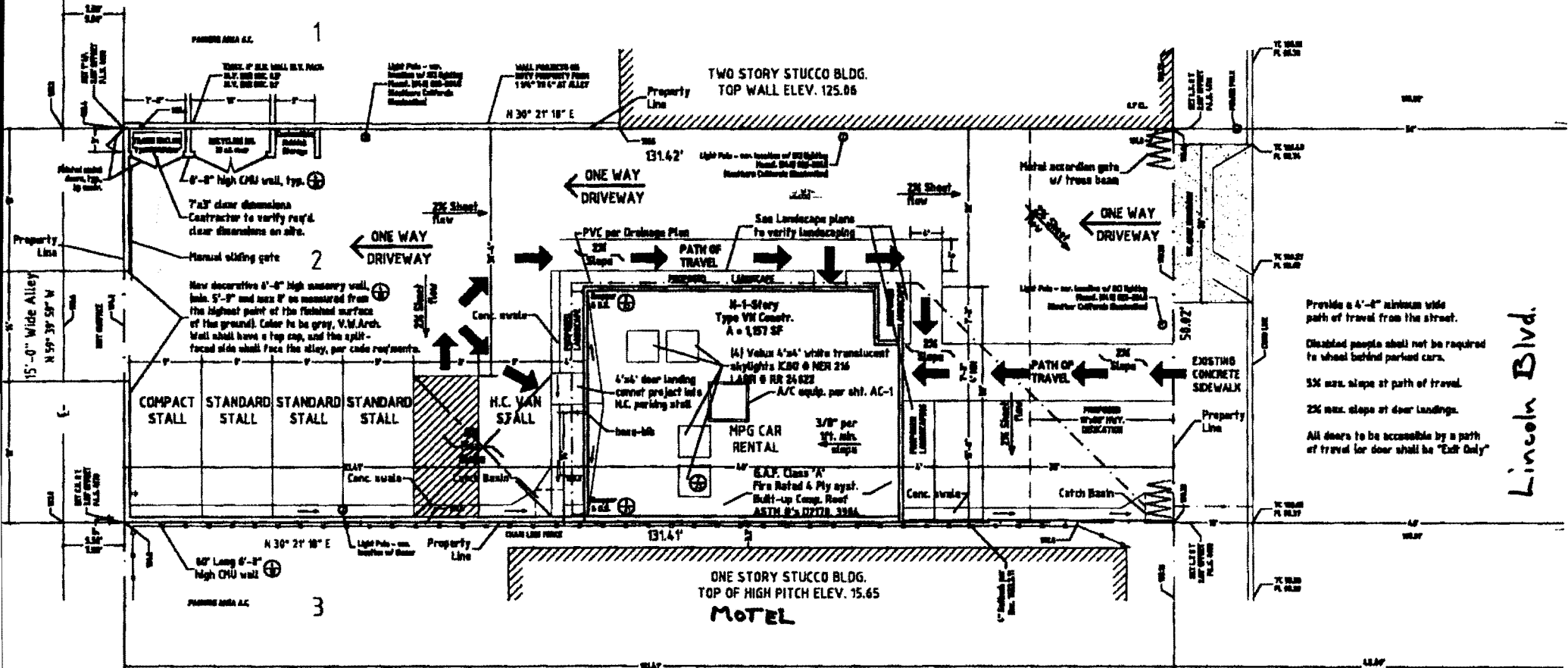
COASTAL COMMISSION
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EXHIBIT # 2

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INFORMATION NECESSARY TO COMPLETE COASTAL DEVELOPMENT PERMIT APPLICATION
 CURRENT USE OF SITE: VACANT
 BILLBOARD: ON THE SUBJECT PROPERTY, 2423 LINCOLN BLVD., VENICE, CA
 PROPOSED USE OF PROPERTY: AUTOMOBILE RENTALS AND SALES
 VEHICLES TO BE STORED: A SMALL FLEET - STORED IN LOCATED PARKING STALLS
 VEHICLES TO BE MAINTAINED: OFFSITE
 VEHICLES TO BE CLEANED: WIPE-DOWN AND VACUUM IN BACK PART OF LOT

NOTE: Separate permit required for new black walls



Provide a 4'-0" minimum wide path of travel from the street.
 Disabled people shall not be required to wheel behind parked cars.
 3% max. slope at path of travel.
 2% max. slope at door landings.
 All doors to be accessible by a path of travel for door shall be "Exit Only"

Lincoln Blvd.

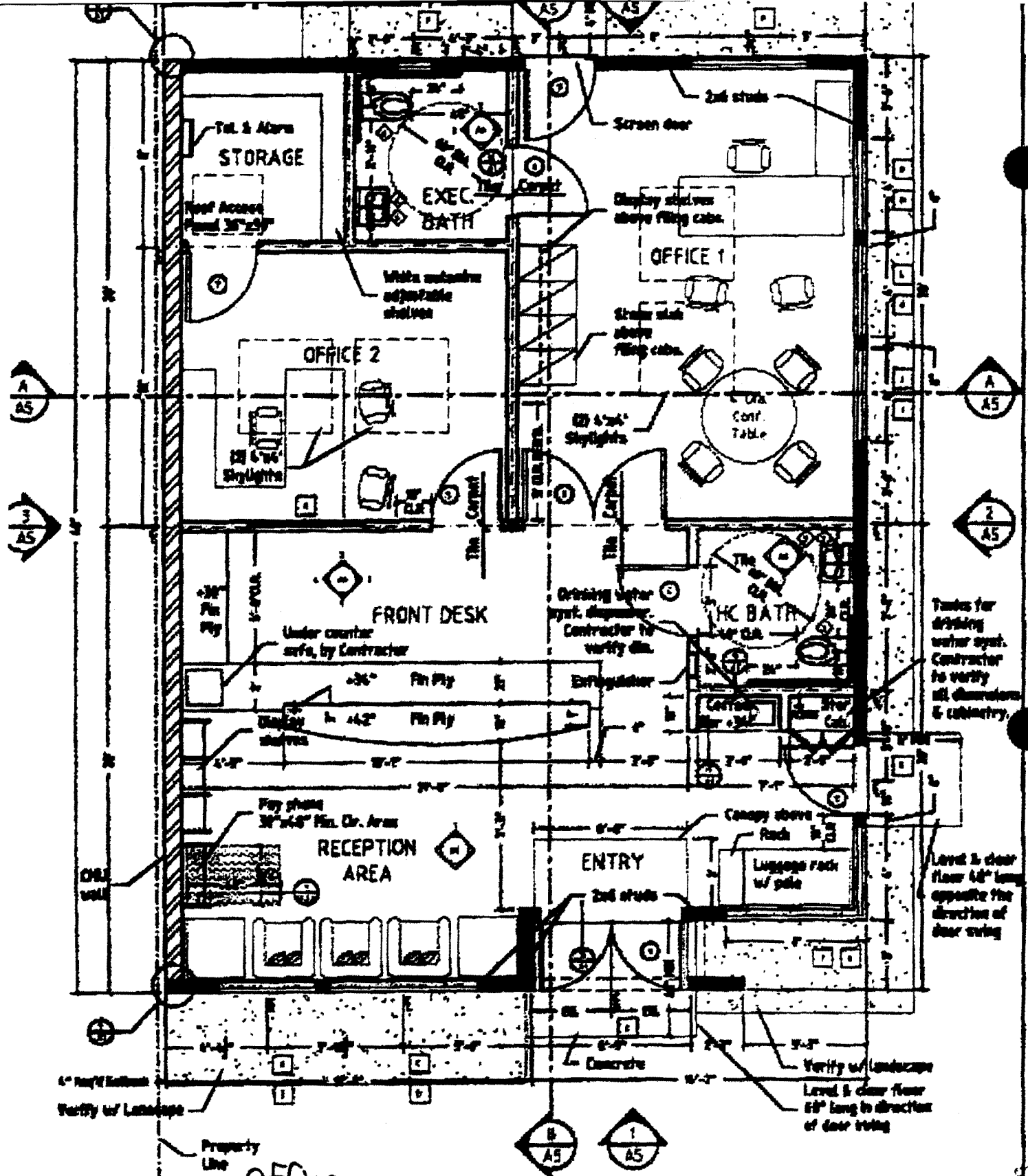
Parking/Site Plan



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EXHIBIT # 3

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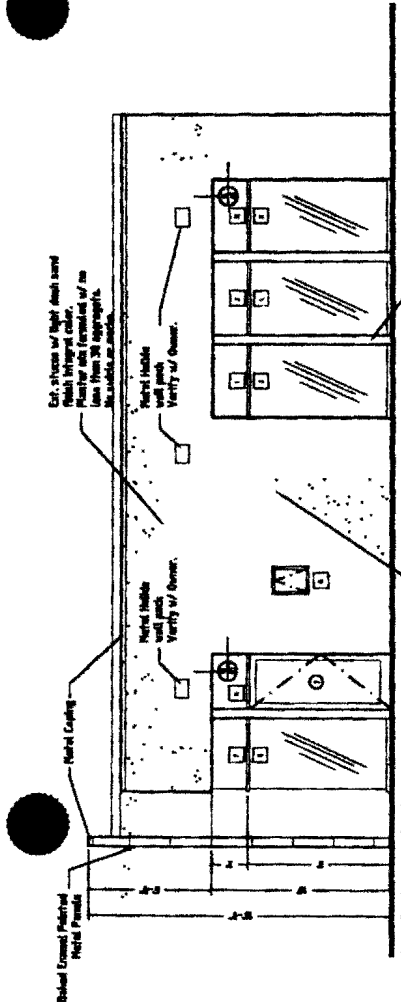
Property Line
Office FLOOR PLAN
 SCALE: 1/8" = 1'-0"

Lincoln Blvd.

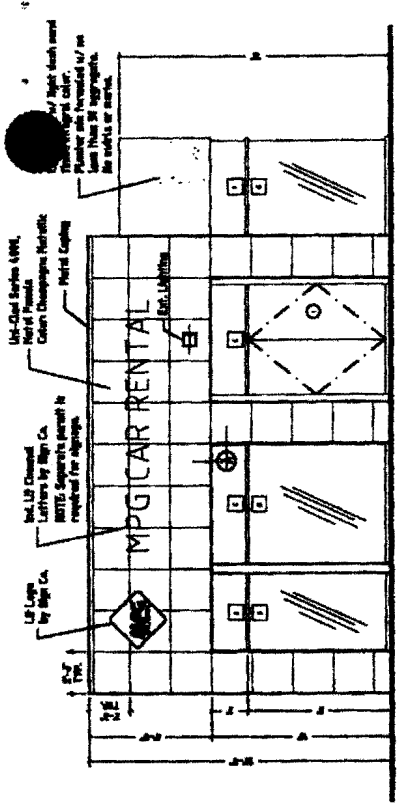


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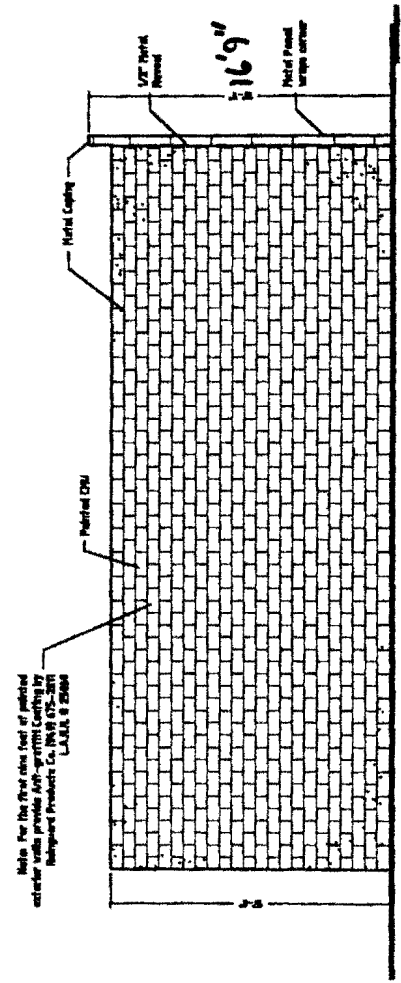
EXHIBIT # 4
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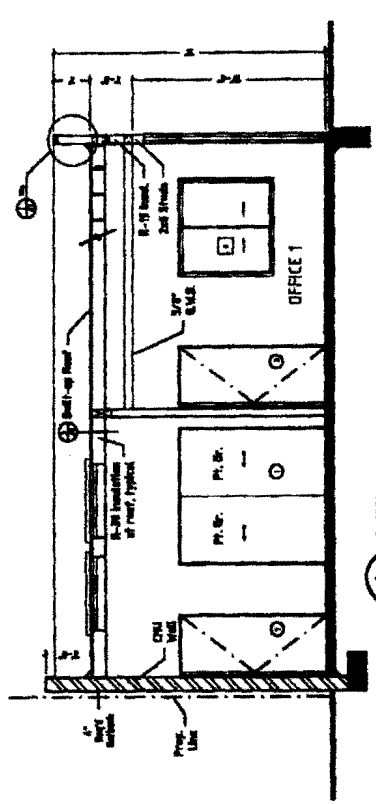
2 FRONT ELEVATION (NORTH)
SCALE 1/4" = 1'-0"



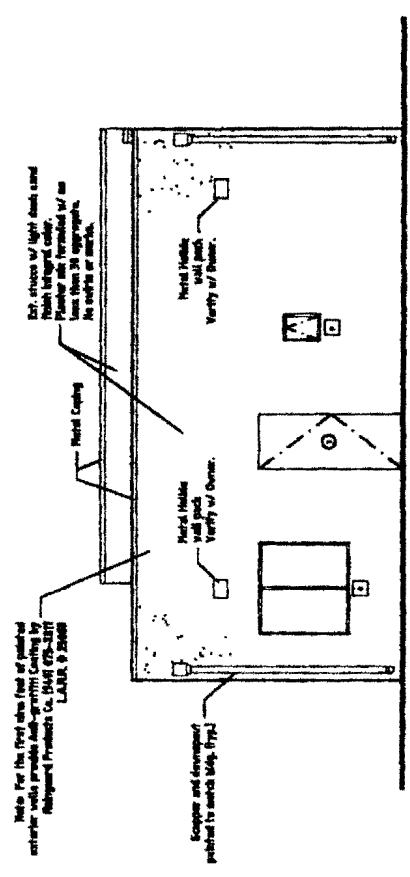
1 FRONT ELEVATION (EAST) Lincoln Blvd.
SCALE 1/4" = 1'-0"



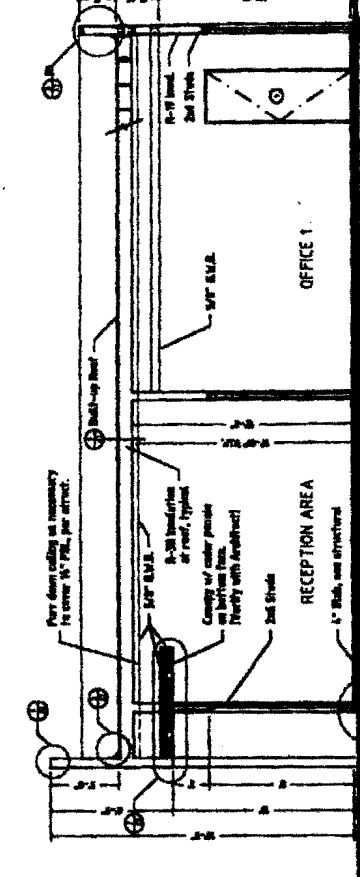
3 SIDE ELEVATION (NORTH)
SCALE 1/4" = 1'-0"



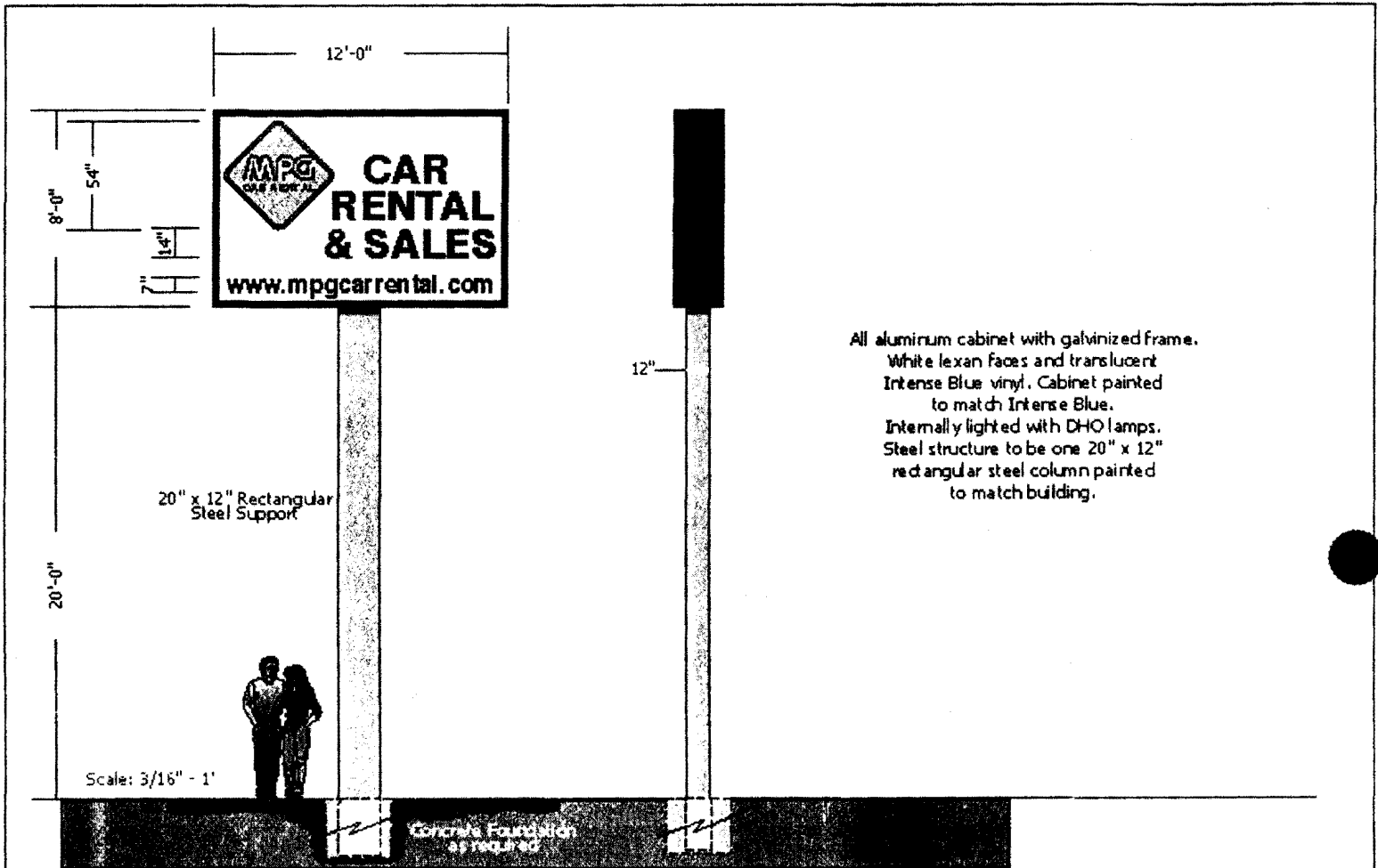
A SECTION
SCALE 1/4" = 1'-0"



4 BACK ELEVATION (WEST)
SCALE 1/4" = 1'-0"



B SECTION
SCALE 1/4" = 1'-0"



All aluminum cabinet with galvanized frame.
 White lexan faces and translucent
 Intense Blue vinyl. Cabinet painted
 to match Intense Blue.
 Internally lighted with DHO lamps.
 Steel structure to be one 20" x 12"
 rectangular steel column painted
 to match building.

DESIGNED BY: [Blank]	DATE: [Blank]	CLIENT: [Blank]	DATE: [Blank]
DRAWN BY: [Blank]	DATE: [Blank]	CLIENT: [Blank]	DATE: [Blank]
CHECKED BY: [Blank]	DATE: [Blank]	CLIENT: [Blank]	DATE: [Blank]
APPROVED BY: [Blank]	DATE: [Blank]	CLIENT: [Blank]	DATE: [Blank]

MPG SIGN
 7938 WRIGHT ROAD
 HOUSTON, TEXAS 77041
 713-29-1200 • Fax 713-29-1207

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PROJECT NO:	DATE:	SCALE:	DATE:
MPG Car Rental	As Noted	3/16" = 1' Page 2 of 4	3-27-01
LOCATION:	MPG_Pkg_3-27-01	DESIGNER:	Joe Mirou
REVISION LOG:	3-30-01 change grade agreed	4-5-01 AME O NEW SIGN	© COPYRIGHT 2001 MPG SIGN CO., INC.

Sign Plan

COASTAL COMMISSION
 5-01-270

EXHIBIT # 6

PAGE 1 OF 1